



# **Book Marketing & Coaching**

## **FOR WRITERS**

### **SERVICES OFFERED - \$30 / hr**

- Book launches online (include Writer of the Week interview, social media makeover and book trailer)
- Book Giveaways - creating them on your own platform to funnel into your e-mail list
- Creating newsletters to subscribers
- Graphic Design
- General Book marketing
- Book sales funnels in website layout
- e-Mail list sign up funnels - creating incentives to sign up
- Social media makeover
- Website newsletter sign up forms
- Social media headers
- Social media post content (book excerpts, writer quotes put onto attractive graphics)
- Branding and e-mail marketing
- Landing pages to get e-mail subscribers - holiday giveaways, merchandise etc.
- Memoirs – interviewing & transcribing
- Transcription & Typing (100 wpm)
- Book trailer creation (please contact for rates & FAQs)
- Discussion panels (please contact for rates & FAQs)
- Writer of the Week interviews (please contact for rates & FAQs)

### **COACHING & CONSULTING - \$45 / hr**

- YouTube channel makeover, incl. showcasing media appearances
- Targeted Facebook ads - audience targeting, ad text & image
- Book giveaways to build e-mail lists
- Website layout design consultation to funnel sales and engagement
- Social media coaching
- Media kit content, design, branding consultation
- Media cover letter consultation, to send media kit to media outlets
- How to create and send a newsletter
- How to manage your e-mail list

*The Help You Need to Succeed*