

Price List and Order Form
Book Promotion Services
<https://www.UniversalByDesign.com>
UBDCreative@Hotmail.com (541) 972 3669

AUTHOR DETAILS		
Name: E-mail: Book title and genre: Publication date: Amazon link (if available): Website link (if available):		
	NEWSLETTERS	
☐	MailerLite account - opening and getting it approved MailerLite is for sending newsletters, creating sign up forms, giveaways, automated sequences, and more. It's very user friendly and sophisticated.	\$99
☐	Customized newsletter header image Examples: https://www.universalbydesign.com/graphic-design/	\$149
☐	Automated welcome newsletter going out to all new subscribers. Example: https://www.universalbydesign.com/wp-content/uploads/2021/03/Welcome-e-mail-PDF.pdf	\$175
☐	First newsletter (also saving as template) (includes phone consultation about content, fun segments, branding, layout etc. Client sends me 300 to 400 words, and three to four images, I create it, save as template, then send test for client to see before sending to subscribers.	\$175
☐	Subsequent newsletter (it's recommended to send a newsletter every month) 300 to 400 words in a Word document with three or four images I have a minimum commitment of six newsletters, that is six months, to really build the audience, and get some data on the engagement and open rate, as well as show you your super fans and build on the content that creates most engagement. This six-month commitment includes a half-hour Zoom meeting every 90 days where I will show you your audience engagement, and your super fans, and we will go over and analyze the content and discuss strategies.	\$119 each

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☐	Sign up forms added to website (pop up / embedded form / menu item and landing page) Pop up example: https://www.universalbydesign.com/wp-content/uploads/2021/05/Website-Pop-up.png	\$60 / hour
☐	Pre-publication giveaway, comps - giving away bestselling book/s in same genre. They usually get a minimum of 400 sign ups. This includes: running the giveaway, monitoring sign ups, winner selection and notification and is used when the author doesn't yet have a copy of their book. Example: https://www.subscribepage.com/nightingalegiveaway	\$199
☐	Pre or post-publication giveaway, ARCs or published book - (giving away author's own signed book, single or multiple copies). They usually get a minimum of 400 sign ups. This includes: running the giveaway, monitoring sign ups, winner selection and notification. Example: https://www.subscribepage.com/m1e5s8	\$249 \$100 FB ad for giveaway
☐	Fun goody bag giveaway - giving away author's own signed book plus branded tote bag / coffee mug / candle / bookmarks / phone case (Zazzle.com), chocolates or other fun seasonal items. This includes: running the giveaway, monitoring sign ups, winner selection and notification. Example (it got 800 sign ups): https://www.subscribepage.com/m1e5s8_copy	\$249
☐	Facebook ad to promote giveaway: Running and monitoring the ad, plus time to show author how to add me to their FB ads account. Facebook ads budget: usually \$5 / day, depending on client needs. Giveaways run for about three weeks.	\$99 \$100 FB ad for giveaway
☐	Segmenting Newsletter List: Sorting into Opened, and Opened and Clicked segments, to find engaged newsletter readers and super fans. Can also be segmented by country.	\$59
☐	Analyzing and optimizing newsletter performance: Analyzing which content is high performing, open rate. Showing author around MailerLite dashboard, so they can understand how it works, even if they're not sending newsletters themselves. This includes going through some of the subscribers, so they can see names, locations, open rates of individual subscribers. This increases sense of connection and meaning for sending newsletters.	Included in six-month contract \$99 / hour
FACEBOOK & INSTAGRAM ADS / MINI & FULL TRAILERS		

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☐	15-second video ad in any genre: For running Facebook / Instagram ads, use as a mini-trailer, sharing on social media, in blog posts, embedded on website, and in newsletters. Examples: Women's fiction https://www.youtube.com/watch?v=W-0GBhys7nY https://www.youtube.com/watch?v=IUo6bwwdV9w Women's fiction: mystery / thriller https://www.youtube.com/watch?v=zftY2laC0Uw https://www.youtube.com/watch?v=s0zQhYmryc0 https://www.youtube.com/watch?v=drVWWgm74nY Women's fiction: seasonal (Christmas) / romance https://www.youtube.com/watch?v=J1nffyuKoNg Memoir https://www.youtube.com/watch?v=WvWn5fkLRtO Non-fiction https://www.youtube.com/watch?v=xKZGyPR_SQ4	\$349 plus music licensing (\$19 - \$29)
☐	Facebook ads: Running and monitoring the video ad in the author's Facebook ads dashboard for one month, creating a custom retargeting audience in the ads dashboard, and reporting ad results once a week.	\$299 Plus Facebook ads budget, \$5 to \$10 / day, or as author requires
☐	Facebook ads coaching – three separate sessions, one week apart: 1.5 hours – creating the ad, targeting the audience Half hour – analyzing ad performance, optimization Half hour – analyzing ad performance, optimization, addressing any remaining questions For authors wishing to learn how to do their own marketing, I offer step by step coaching by Zoom video call and screenshare. I walk you through each step, and all sessions are recorded in their entirety, as well as a short summary video, and flash cards sent after	\$349

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	the session. Follow up questions can be addressed by e-mail, as well as refresher sessions booked if needed.	
	FULL LENGTH BOOK TRAILERS	
☐	Full book trailers: Up to a minute and a half in length. Examples: https://www.youtube.com/watch?v=8QMKcx8fw4 https://www.youtube.com/watch?v=53bsmdpl_js https://www.youtube.com/watch?v=Cx2gHwnkczg https://www.youtube.com/watch?v=-lxDwvVMiqM https://www.youtube.com/watch?v=mStUwlnO9CE https://www.youtube.com/watch?v=sknC9dx5wFE https://www.youtube.com/watch?v=vROko9HcleA	\$995
	MEDIA TRAINING	
☐	WoW (Writer of the Week) Media Training, a four-week comprehensive, individualized course. Click to learn more: https://www.universalbydesign.com/media-training-faqs/	\$1,200
	YOUTUBE CHANNEL SET UP	
☐	Customized YouTube header image Examples: https://www.universalbydesign.com/graphic-design/ Setting up channel correctly, creating Media Appearances showcase	\$149 \$129
	AUDIOBOOK PROMOTION	
☐	Creating an embedded Audible excerpt player for website Audible excerpt video creation for YouTube / social media sharing and website embed	\$199 \$199
	COACHING	
☐	Coaching on any of the above services: For authors wishing to learn how to do their own marketing, I offer step by step coaching by Zoom video call and screenshare. I walk you through each step, and all sessions are recorded in their entirety, as well as a short summary video, and flash cards sent after the session. Follow up questions can be addressed by e-mail, as well as refresher sessions booked if needed.	\$99 / hour
	CONSULTING	

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☐	Consulting is offered on a wide variety of book marketing topics, including: Facebook and Instagram ads; break down of ad performance, newsletter optimization, website layout and design, media appearances and outreach, social media, and more.	\$99 / hour
	ADDITIONAL MARKETING	
☐	Itemize the additional services you need	\$60 / hour

E-mail this form, along with your book cover (if available), to Melissa at UBDCreative@Hotmail.com