



# Archangel Ink

## Book Marketing and Launch Coaching Package with Jordan Includes:

### Mission:

- 1) To help determine your best launch strategy for your individual circumstances and goals
- 2) To help you build a solid foundation and launch your book with the best chance possible to take off and achieve steady rankings and sales.
- 3) To gear you up for future success by helping you craft a solid platform of readers that are interested in you and your books.
- 4) Educate and coach you in the launch process.

### Package Details:

**Timeframe:** Jordan will be available to assist with marketing planning up until the book's launch date and up to 30 days post-launch, not to exceed 120 days, unless previously discussed and approved with the Archangel Ink team.

### Process:

- 1) **Getting to know you and your book – Set up initial video call:** We will set up a 30-minute strategy session to go over your individual goals and vision for your book launch. This allows us to get to know each other better. We will primarily communicate via email; however, further calls can be scheduled throughout the process for brief Q&A or assistance as needed. On our initial strategy session, we will discuss the following:
  - a) Do you have an author website? (no worries if not, we can help direct you to get this set up.)
  - b) Where are you at with your current audience? Do you have one at all? (Email list, social media following, etc.)
  - c) How I can help to set up your list, and how you can use this book to grow your audience and build a relationship with them.
  - d) What are your goals for this book? (Sales, leads generated, book downloads, etc.) It's necessary to know what you would like to accomplish with your book and its purpose in your long-term success.
  - e) Book reviews – how do you get them and how many should you have? A starting point is 10, a better goal is 25. Beyond that, it will take extra effort but it's not impossible.

- f) Who is your ideal reader and what is your target market? (This will help us define your book's categories and keywords.)
  - g) Other questions as they come up.
- 2) **Personalized launch plan creation:** Using a tool called Trello, I will formulate a launch plan for us. You will have access to the board and we will work on the launch plan together. Trello is easy to use, and I will gladly help you navigate if you are unfamiliar. It's the easiest way to create a unique plan and track progress.
  - 3) **Ongoing guidance as needed:** I'm accessible by email to answer your questions or discuss ideas that you have for up to 120 days. If you need coaching beyond this timeframe, please let me know and we can discuss a discounted rate to add more time.
  - 4) **Website and Social media set up:** Depending on where you are at with this you may not need as much help, but this piece is vital. I will make sure you have a Facebook page, Goodreads account, Twitter account, website (again, if you don't have one, we will refer you to a designer), and an email list.
  - 5) **Creating a lead magnet:** It is important for your book to be able to generate leads. You may already have a generic lead magnet for your business (and we can certainly use that) but one created specifically for your book is ideal. I will help you with this process.
  - 6) **Lead Magnet page in book:** I will write your call to action for you, and you can tweak it to fit with the voice of your book.
  - 7) **Keywords and Categories:** I will brainstorm and find a list of SEO keywords to use in your book description and use them to select the best possible category for your book.
  - 8) **Title and Subtitle:** Together we'll create an optimal title and subtitle for your book to grab potential reader's attention. The title should be clear and concise, while the subtitle uses SEO keywords to describe your book.
  - 9) **Book Description, Sales Copy and Press Release:** We will write your book description which is used for your book's page on Amazon and for the back of the printed book cover. The press release can be used for local newspaper, community radio, or any other press platforms you may choose.
  - 10) **Getting Reviews for your book:** I will reach out to potential reviewers on your behalf. The goal to reach is get at least 10 reviews for your book early on, so we can promote it through several different promo websites.
    - a) This process is completed through manual outreach (by me) to several reviewers that have reviewed other books in your genre. I will offer them an advanced review copy of your book in exchange for an honest review. This package will NOT include paid reviews, as that is a quick way to get on Amazon's naughty list. We are looking for real reviews that will give an honest account of your book's quality.
    - b) You will reach out to your current following and network and ask for a review for the book. (I will share email templates if needed).
    - c) Together we will work to get a good number of reviews for the book during the launch. We will track progress on a shared Google drive spreadsheet.
  - 11) **Endorsements:** Getting endorsements from heavy hitters and influencers in your field is huge. I will brainstorm with you on how to make this happen.

- 12) Guest Posts and Podcast Opportunities:** Similar to endorsements, guest blogging and being a guest on a podcast in your field can be great opportunities for you expand your reach and promote your book. No spots are guaranteed, but I will help you create a plan on how to find opportunities (email scripts shared, what to write and what to say, etc).
- 13) Promotions submitted (and paid) to 3 book promoters:** We will submit to 3 paid book promotion sites on your behalf.
- 14) AMS Keywords and Advertising:** I will set you up to use Amazon's advertising services for your book. This includes walking you through set-up, providing keywords, and helping you adjust as needed during the launch. This will be yours to maintain and the advertising cost will be on you, but it will help with the initial keyword batch and continued performance.
- 15) BookBub Promotion:** We will show you how to submit your book for a BookBub promotion. This is the heavy hitter among book promoters and is extremely competitive, but it's worth it to submit for a promo slot.
- 16) Social Media Plan:** I will share my ideas on social media promotion and how best to utilize it as an author.
- 17) Action Plan:** I will create an action plan for you that will help you to keep up the momentum after launch.
- 18) Access to my frequently updated book launch and marketing e-course (normally \$149):** As an added bonus of working with us, you get free access to my e-course! This allows you to follow along with the process and learn marketing strategies as we go.