



Archangel Ink Marketing Package Breakdown

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Mission: Two Overall Goals

- 1) To help you launch your book and give it the best chance possible to take off and continue to have steady rankings and sales.
- 2) To gear you up for future success by helping you craft a solid platform of readers that are interested in YOU!

Package Details:

- 1) **Getting to know you and your book - Initial Skype call:** I highly encourage you to take a 30 minute skype call with me, Jordan. This is part of your package offerings and will really help us get to know each other better. (If needed, more skype calls can be made if you have questions or need help with certain things.) If you prefer email as a primary form of communication I am perfectly okay with that as well. On the call or over email we will discuss the following:
 - a) Do you have an author website set up? (no worries if not, we can help with that.)
 - b) Where you are at with your current audience? (do you have an email list, what is your current social media following? etc.)
 - c) How I can help to set up your list, and how can we use this book to grow and nurture that list?
 - d) Discussion on what your current goals are. (Sales, leads generated, book downloads, etc.) It is necessary to know what you would like to accomplish with your book and its purpose in your long-term success.
 - e) How many reviews would you like to see your book hit? A starting point is 10, realistic bigger goal is 25 and beyond that will take extra work but isn't impossible
 - f) Who is your ideal reader and what is your target market? (this will help us define categories as well as keywords).
 - g) Other questions as they come up.
- 2) **Accessible by email with any questions:** I will be accessible to answer marketing questions via email. If I don't know the answer, I will point you in the right direction.
- 3) **Website and Social Media set up:** Depending on where you are at with this you may not need as much help, but this part is vital. I will make sure you have a Facebook page, Goodreads account, twitter account, website (if you don't have one, we will refer you to a designer), and an email list.
- 4) **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 here) but one created specifically for your book is ideal. I will help you with this process.

- 5) **Lead Magnet page in book:** I will write the copy of this for you, or you can tweak it to fit with the voice of your book.
- 6) **Keywords and Categories:** I will brainstorm and find a list of important keywords to use in your book description, and will use what I find to select the best possible category (Kindle lets you choose categories when you publish).
- 7) **Title and Subtitle:** This can be a back and forth through email, or I will go ahead and choose this for you based on keywords. If you have a title in mind I will be all ears.
- 8) **Book Description:** I will write this for you. This will include the description on the back cover of the print version as well as the main description on Amazon's page.
- 9) **Getting Reviews for your book:** I will reach out to potential reviewers for you. The small goal to reach is get at least 10 reviews for your book early on so we can put it on several different promo websites. A more ambitious goal would be around 25 for more long-term success.
 - 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 reach out to your current following including family (family is okay for a few reviews. But don't go overboard), friends, social media contacts and email list.
 - 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.
 - d) Getting an editorial review for your book from The NY Literary Magazine. This review will be added to the editorial section of your books description, and also used as the sales copy for Amazon ads.
- 10) **Promotions submitted (and paid) to 2 different Book Promoters:**
 - a) These are the two book promoters we have had the most success with. If you know of others that you want us to include we can certainly do that for you, just ask and we can work it out.
- 11) **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 launch and continued performance.
- 12) **BookBub Promotion submitted:** We will submit your book for a BookBub promotion. This is the heavy hitter among book promotions and as such is extremely competitive. We will discuss the potential cost of this promo for you, but we believe that if acceptance is granted it is a no brainer to do it.
- 13) **Creation of Marketing Materials:** I will create 25 custom tweets/posts for your book using the 3D covers of your book. I will also research hashtags for your niche and

include these on the posts. These will help you to “build buzz” for your book as you near the launch date, as well as generate continued interest post-launch.

- 14) **Action Plan:** I will create an action plan for you that will help you to keep up the momentum after launch.
- 15) **Ongoing support through email and/or skype:** Please do not hesitate to reach out to me with any questions at any point during your launch or afterwards. I am happy to help.