



## Book Launch Page

Just so you understand the pricing, some of the events are outsourced, and it is your decision whether you want to take advantage of them. Those fees are separate. We manage all events as part of our package. This book launch should help get you higher on the Amazon ranks in fact one author we know sold over 683 books in three weeks doing a similar launch, and that was a fiction book which is much harder to sell.

Here are the components included in the Book Launch:

**Blog or Facebook Author Page** (See in Extras at the end)

1. It is essential that you have a stand-alone blog. We will convert your blog as a stand-alone blog for you which you can expand into a website later. We can't use Wordpress.com because we need to it to be hosted separately with your own domain. This will allow your blog to feed to multiple sites. My blog gets fed to many different sites (about 75) including social networks, blog directories and such, and David will set your blog up to do the same. If you have a stand-alone blog, you can substitute Facebook Fan Pages outlined below. If you have a wordpress.com blog, you can get the Facebook Fan Pages for a discounted price.

2. I will use your blog and our blog as a hub for all information for the Launch. I will outline all the information for each blog post which you can write or we can write them for you (included in your package.)
3. Included in the blog postings which will list opportunities for readers and authors to win great prizes (see below). The prizes are not optional because the Launch contest is essential for the success of the Launch. If they purchase the book on the Launch date and promote the Launch for you, they will get entries to the contest. We will do all the work of checking that they did what they are suppose to do. Assisting Authors Online is also donating services as prizes as part of the package. The other prizes will be provided by you, see extras below.

#### **Book Reviews:**

1. Book Launch Book Review Team: We have gathered together a group of book reviewers of different genres. Your book will be given to them for review. They will post the review on Amazon, Goodreads, Shelfari, their blogs. They will also host either an interview, spotlight, or guest blog from you which will we will publicize on your blog or site, our blog, our Facebook Page Wall, Twitter, and Linked in. Remember our blog goes to many blog directories and social media sites. They will get entries into the contest as well as free publicity provided by Assisting Authors Online.
2. I will arrange a **video** book review for you that we will put on about 25 popular video sites, Also on Amazon and Good Reads and other book sites and contests.
3. There will be extra entries for readers to review your book.

#### **Virtual eBook Tour:**

1. The tour that is included in the package is the eBook tour. Take your book on tour with a minimum of 10 tour stops in the form of hosts choice - Author Interview, Guest Blog, Review, or Giveaway, a tour banner, and a spotlight on the VBT Cafe' Blog.
2. The tour will be done before the Launch. This is important to do because it will get the word out on popular sites for authors and readers.
3. All the tours include either:
  - **Guest Blogging** - you as the author will create a blurb of 300 - 500 words on any topic you choose, such as the writing process, publishing

process, road blocks to writing, (but only one topic per blurb), for the host to post to their blog on the date specified. You should prepare about four or five different blurbs. You can use the articles or blog postings you have already written.

- **Author Interviews** - Hosts will send you a series of questions for you to answer. You will need to get these back in a timely manner, at least a few days prior to the date you are scheduled to appear on their blog.
- **Book Reviews**
- **SpotLight Features:**
- **Blog Talk Radio** - an author interview on live online radio, listeners can stream in or join the live chat during your show to ask questions.

You do not have to be at the site all day. You just have to check in a few times on the date to answer questions and respond to comments.

I will make up a press kit to send to each of the hosts (about 10). Included in the kit will be the answers to interview questions, blog postings, or information for the Author Spotlight. This will also be sent to the Book Launch Book Review Team (See Book Reviews below).

If you want another type of tour instead of the one included, here are the choices, but they will have an extra charge:

**Cocoa Java Tour** - Pump up the buzz with 15 blog stops to include the above plus One Review Sites for a review of your book. ~\$45

**Barrista Tour** - Take your book to 18 blog stops, to include author interviews, guest blogging, Three Review Sites for a review of your book, a tour banner, a Spotlight here on the VBT Cafe' Blog. ~\$115

**Cafe' De' Grande Tour** - Take your book to 20 blog stops, to include author interviews, guest blogging, Five Review Sites for a review of your book, (*these are separate from the reviews of the Book Launch Review Team*) from the a tour banner, a Spotlight here on The VBT Cafe' Blog, your banner with Literary Career Moves. ~\$155

**Social Networks:**

Our blog goes to Facebook, Twitter, Linked in. We will publicize the Launch on those sites as well as popular book sites.

.I have almost 300 fans and almost 900 friends, most are authors. These authors have readers that are their fans and friends. This will help the Launch go viral. David will set your blog updates up to go to your Facebook Author Page (If you have one), Linked in Profile and Twitter as well. Remember the authors, readers, and book reviewers will have incentives to do this as well.

### **E-book Formatting:**

I will format one book for Kindle, Google Books, and Smashwords for distribution on Kindle, Google books, Sony, Apple, Barnes and Noble, Kobo and more.

I will need a word file, your jpg. image, a blurb preferably from the back cover of your book, a large jpg of your book cover at least 500 pixels wide and 700 pixels tall.

**Press Release:** I will write a press release and put it on article sites and press release sites.

**Recommended Extras:** All Optional except for the Launch Contest Prizes.

- **Facebook Author Pages:** Like a blog Facebook Author pages are essential. If you already have a blog you can substitute, the Facebook Author Pages for the Wordpress Blog that is included. It will be designed like ours <http://www.facebook.com/jfriesler>. It will include a page for your blog postings through a feed from your blog. It will include an opt in form that you will use for an email list (you can give away a chapter of your book as an incentive.) It will be designed the way an Author Fan Page should be designed. Too many authors use their Author Page like a Friends account. There is a lot you can do to promote your books and Launch with this. If you have a wordpress.com blog, the price is \$75.00, if you have any other type of blog or no blog at all \$125.00.
- If you choose to upgrade your Virtual Book Tour (see above)
- **Kindle Nation** <http://kindlenationdaily.com/authors-and-publishers-how-to-sponsor-kindle-nation-daily-2/> Kindle Nation Daily goes out to thousands of Kindle book buyers and they definitely buy based on recommendations. Package you choose \$139 +
- **Book Rooster:** \$67 This is to get you extra reviews.
- **Website:** if you do not have a website this package will include a standalone Wordpress Website and blog. It will include pages for your books, reviews, press kits, etc. \$600.
- **Book Videos:** We have the best software to use to create exceptional videos. Remember a Book Review Video is part of the package. There are

many types of videos to choose from. To see samples, here is the link to my YouTube Channel: <http://www.youtube.com/user/Janisf1944?feature=mhee> \$150.00

**Launch Day Incentives to purchase your book:**

Grand Prize: Kindle( 4th Generation Touch.) (This will be in a gift certificate that they can use to upgrade.) \$99.00 or Coaching with You (If you Coach, give it a value), video book review for authors posted on Amazon, Assisting Authors Online, and about 25 appropriate sites (for authors donated by Assisting Authors Online). Runner up prizes \$100.00 for two Amazon Gift certificates.

**Book Launch Pricing (Assisting Authors Online):**

The total price (not including the extras mentioned above) by PayPal; \$950.00 (this can be paid by PayPal to pfriesler@wi.rr.com.)

You can pay it in 3 monthly installments of \$300.00. \$300, and \$350 set up in advance. After you Launch one book with us, we will give you a \$100.00 discount on each new launch.

Please email me we any questions: [janis@assistingauthors.com](mailto:janis@assistingauthors.com)