

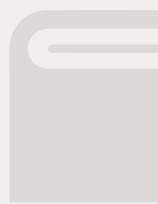


MARKETING + SALES

Congratulations on reaching the final step and being close to beginning your journey as a published author! During the marketing and sales phase of the publishing process we will discuss marketing plans that will provide various levels of support for the sale of your book. While this phase does not last as long as the previous phases, it is a critical part of the process as it will allow you to position your book in front of prospective buyers.



PRODUCTION



PRINTING



MARKETING

MARKETING AND SALES PLANS

Plan	Standard	Moderate	Elite
Messaging	x	x	x
Book Photos	x	x	x
Selling (Wix & FB Shop)	x	x	x
Supporting Graphics	x	x	x
Organic promotion	x	x	x
Paid Advertisements		x	x
Market Research/Analytics			x
Author Business Relations			x
Price	\$199 +399 Base Service Fee	\$499 +399 Base Service Fee	\$899 +399 Base Service Fee



OFFERINGS DEFINED

Service Fee - Each package includes a \$399 service fee which goes towards the consultation, 2 additional service meetings and retailer maintenance.

Messaging - Carefully crafted messaging to compliment social media posting and attract customers your book listing.

Book Photos - Professionally taken photos of your printed book to support it's marketing

Selling (Wix & FB Shop) - Unlimited listing of your book on the Rich Publishing Studio bookstore and Rich Publishing Studio Facebook shop.

Supporting Graphics - Digital mockups of the book and other graphics to support presale and marketing.

Organic promotion - Promotion of your book to the Rich Publishing Audience on all Rich Publishing platforms (Facebook groups, pages, and Instagram).

Paid Advertisements - Targeted advertisements to customers on Facebook and Instagram.

Market Research/Analytics - Research of statistics surrounding book sales for your book type to support targeted ads, selling strategy and pricing.

Enhanced Author Business Relations - Connection with our Public Relations partners and other essential business agents to spotlight your book and your brand as an author.

No third-party processing fees are included in costs. We are committed to remaining available by text and email to answer any additional questions.