



Social Media Advice Online Coaching session (\$55)

- We'll check out your existing Author social media links before the call
- We'll assess what an author already has in place, do some research on what the book/genre is about beforehand and review the author's current social media platform
- During the call, feedback would be provided and discussed with the author and advice given as to what could perhaps be done to enhance their profile
- We'll provide you with a written report detailing steps we think you can take to enhance your visibility and brand

Social Media Advice Report only (\$45) – If a coaching session has been held, this report will be created free of charge based on those discussions

- Analyse the author's social media platform, including website, blog, Facebook, Twitter and anything else you might have.
- Provide a detailed report with specific improvement recommendations to optimize and enhance content, aesthetics, visibility, and reader participation. Suggest new platforms such as Street teams and potential 'hooks' or USP's to draw on in promotion.

Create Facebook pages, blog sites, Twitter accounts for an author to get you started, as well as some other tools an author might find really useful. These are done on a charge by charge basis, and would include recommendations for creating content and getting followers. It depends how fancy the author wants it to look and hope to achieve.

- ✚ Create a basic Facebook Author page **\$15**
- ✚ Create a basic Facebook Group e.g. Street Team **\$15**
- ✚ Create a basic Twitter account and limited follower stream **\$20**
- ✚ Create a basic Google+ profile for you **\$20**
- ✚ Create a basic blog site depending on what you want to include **\$45-\$100**
- ✚ Create a basic Pinterest Board complete with your images (up to 12) **\$25**
- ✚ Create an author website. It would be simple to use and maintain, and relevant to your genre and writing. Price to be determined after discussion of author's requirements.
- ✚ Prepare a Thunderclap or Headtalker crowd speaking campaign **\$20**
- ✚ Prepare a simple pre-order or other Google doc form for you to use **\$15**

Creating a book trailer \$35 - \$50 depending on requirements and length

The trailer will generally be approximately 1.5- 2.5max minutes long and be specific to your book. Images used will be either the author's own, purchased ones so as not to contravene copyright. Music will be sourced the same way. Trailer will be uploaded to the author's YouTube, Viadeo, Animoto or other video channels. It can then be promoted via any of your own social media outlets.

Bespoke packages

If you don't see anything you like, or have something else in mind then contact us at author@susanmacnicol.com and let us know what you fancy. Together we can formulate the right promotional package just for you.