

Book Promotion Questionnaire-Please complete to the best of your ability and return to: margaretdalydesigns@gmail.com

Do you have a complete author platform? Where can I find you online? Please provide the links(Webpage, Social Media, Newsletter, Prolific Works or Book Funnel, Book Bub, Amazon Author Page, etc.)

What is your brand signature as an author? (Ask yourself these questions [Defining An Author](#))

What is your primary genre?

Do you have an established following (Street Team, Reader group, etc)?

Do you have professional book covers?

Has your book, book synopsis and author biography been edited by a professional?

Do you have a professional author image?

Has your book had a professional assessment?

Do you have a simple media kit for your books?

Are you enrolled in Kindle Unlimited (Only applies to KDP Select Publishing)?

What formats are your books available in?

What price will this book be priced at during your promotional period with us? Free, \$0.99, \$1.99, \$2.99 or, more?

How long would you like your book promoted?

What is your primary goal for this promotion?

Your Short Term Goal?

Your Long Term Goal?

Please tell me something no one else knows about yourself and your work?

Are you working with any other promotions companies at this time? We ask this so that we can better coordinate our efforts and get you the best reach possible with combined efforts. If you do have other promotional companies please tell us who they are and your contact person so we can reach out. Coordination is essential for success...

MOST POPULAR SERVICES ARE LISTED BELOW:

Basic Book Promotion Campaigns & Comprehensive Book Campaigns.

Basic 15 day: \$80.00

Basic 30 day: \$169.99

Basic 60 day: \$220.00

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The basic option includes cross promotions using free venues and does not include paid FB, Twitter and Instagram Ads.

Comprehensive 60 days: \$1500

The comprehensive option includes paid genre specific cross promotion venues & paid advertisements such as FB, Twitter and Instagram Ads.

BookBub Advertising

Includes Set Up, Ad Imaging, Targeting, and management of Ads for 30 days.

Fee: \$500 (Does Not include price incurred with Ads as you pay per click) Requires BB Account & Partner Dashboard Access.

Giveaways

Create, promote and monitor a giveaway to increase exposure and your following, or exposure and a newsletter builder.

Includes a giveaway image for sharing and posting. Requires a minimum of a \$25 Amazon Gift Card, and one free ebook, or if you don't have an ebook you can increase the dollar amount of the card by at least \$10

*(If you use the gift giving option from Amazon, this is a good way to run a giveaway in other countries as some countries will not allow you to send an ebook to another country directly from Amazon. Sending directly allows the winner, the reader, the option to leave a verified review.)

Fee: \$125 Does Not include the price of the prizes for the giveaway or any cost incurred by delivering the prizes.

PA "type" Service:

Most popular

Social Media Posting- 3 Days per week for 30 days. Includes the posting of 1 book title to

Facebook-5 groups per day of sharing as above

Instagram-1 post per day of sharing

Fee-\$30

We do offer ala carte services such as Daily & Monthly PA type services, Giveaways, Design services and free advertisement in our Weekly Saturday NL. We also offer banner placement Ads.

Free NL listing can be found here: <https://goo.gl/forms/Mk5n6vbgLemEDrsB3>

Any inquiries should be directed through email to Margaret at margaretdalydesigns@gmail.com.