



# Book Marketing Plan

A full year of proven marketing tools.

Your silver plan includes:

**A THIRTY-DAY COLUMN AD** on the Roaring Writer’s website.

**TWELVE MARKETING EMAILS** offering strategies to promote your book and build your marketing platform.

**AN UNPUBLISHED LIST** of book promotion opportunities - free or low-cost



**SILVER**

**\$290**

With a value of \$570

Your gold marketing plan includes the silver plan plus:

**A PROMOTIONAL SPOT** on RoaringLambs.org for at least fourteen days.

**CUSTOMIZED SEASONAL GRAPHICS** for social media, printing, or website promotion.

**PERSONALIZED BOOKMARKS AND POSTCARDS** for book signings, launch parties, etc.



**GOLD**

**\$580**

With a value of \$1320

Your PLATINUM plan includes the gold plan plus:

**AN IN-PERSON INTERVIEW** recorded for your use and posted on the Roaring Lambs channel.

**A VIDEO TRAILER** created exclusively for your book.

**LAUNCH PARTY/BOOK**

**SIGNING** – An event planner will help you plan and host your event at our venue for up to 40 people.

**A CELEBRATION TOUR** through a publicity company to promote your book on numerous sites, providing reviews on Amazon, Goodreads, etc.



**PLATINUM**

**\$770**

With a value of \$2140

Only books passing the Roaring Lambs high publishing standards are eligible for any Roaring Lambs Marketing plan. For books published by other publishers, please add a \$50 reading fee.

## Conference Weekend Discount

Enjoy a \$50 discount when you sign up for our Marketing Plan this weekend!