

INFORMATION & FEES

QUICK SOCIAL MEDIA £ 25

*Do you want to know if and how your author profile stands out online?
Get the Quick Social Media Scan NOW and you'll receive general information
on the visibility of your social media sites within 6-12 hours!*

INITIAL CHECK, ADVICE & FEEDBACK SOCIAL MEDIA £ 50

- Online visibility & author branding
- Author bio on social media sites incl. Amazon & GoodReads – incl tips
- Compatibility headers related to each specific social media account
- Detailed information on your social media sites / author website

For related, specific questions, checks and advice, an hourly fee of £20 will be applied.

DESIGN & CREATION OF NEW HEADERS SOCIAL MEDIA £ 60

When I have previously created your new headers, updating all of these £ 40

GRAPHICS

- Blog Tour Poster £ 20
- Book Banner £ 15
- Combination of Blog Tour Poster & Banner £ 30
- Headers for Social Media Accounts, custom for each platform £ 60
- Graphics, promotional, & social media posts – from £ 15
- Logo* £ 50
- Book Cover, basic incl 2 edits from £ 100
- Book Cover, custom-made covers with 2 mockups/sketches
to choose from – inclusive 4 edits from £ 200

**Included in creation of the author brand*

CONTENT & WRITING

- Blog, promotional, and social media posts & articles*
- Author Bio, specific for Amazon/FB/Twitter (research included) £ 50
- Blurbs, Backgrounds & Synopsis £ 50
- Proofreading & Editing – for fees see: **Editing, Writing & Typesetting**

**included in monthly packages; price depending on wording and article **

SPECIFIC SOCIAL MEDIA SERVICES

- Creation of new headers for all social media profiles £ 60
- Updating headers after initial creation by me £ 40
- Creation of Author Brand £ 150
- Setting up Author Website £ 200

*Complete Package (excl updating headers) £ 420

AUTHOR BRAND £ 150

Your bespoke author brand includes a custom-made brand style guide containing:

- Brand-specific colour palette incl specific brand font
- Logo
- Headers custom created, fitting for each of your social media accounts
- An appealing and engaging author bio & author photo
- Custom and/or universal Amazon links to your author page & books
- Visually attractive pinned post for Twitter and your FB Author Page
- A recognisable and consistent brand's voice
- Implementation of the new author brand onto all of your social media accounts

AUTHOR WEBSITE £ 200

Setting up your author website with a Home page, an 'About' and 'Contact' page, a page dedicated to your books and one to link to reviews and/or interviews. All in your author brand colour and style palette – with your logo and header. If you do not have your bespoke author brand style guide, I advise you to opt for the author brand in combination with a website.

Not included: a contract with a webhost and/or a custom web address.

AUTHOR BRAND IN COMBINATION WITH A WEBSITE £ 300

MONTHLY PACKAGES

from

£ 90/month

The monthly packages include a daily (five days a week – seven on request) check of your social media accounts – twice a day from Package 2, depending on the tasks at hand. For instance, with **Package 1 – Entry** (5 hrs a month, approx. 1 hr a week) you could have the management of one social media account which includes:

- Five days a week check of notifications, if required responding on behalf of and as you/your page using your brand's voice
- Weekly creation of a post to share onto your social media account, inclusive a custom made graphic to enhance your post's visibility.

Package 2 – Basic (10 hrs a month, approx. 2 hours a week)

- Package one plus: Management of a second social media account
- Twice a month: the creation of a quote poster; a great way of attracting new readers to your book(s) is sharing a quote poster combined with a link to your author profile and the buying link to your book – to be shared on social media.

From **Package 3 - Plus** (15 hours a month – approx. 3,5 hours a week) and **Package 4 – Premium** (30 hours a month – approx. 7 hours a week) on, your package is custom-made and will include at least all the above mentioned.

Package 1 and 2 come with a discount of 10% on the hourly fee of £ 20 p/h, respectively at £ 90 (1) and £ 180 (2) – Package 3 and 4 have a 15% discount on the hourly price. 3 - Plus package is £ 255, 4 – Premium is £ 510.

** Invoices will be sent out at the end of each month for the hours worked; payment within 10 days of invoice date is appreciated.*

**Packages run on a rolling basis of monthly periods.*

Either party may withdraw from the agreement at any time by providing 4 weeks' notice. In such a case any fees due will be paid upon provision of the relevant invoice.

**By acquiring a package, clients agree to these terms & conditions.*