



## AUTHOR AND BOOK PUBLICITY SERVICES

### Services List

“Representing and promoting writers, books and the literary arts as a whole.”

*Established in 2009, Blue Cottage Agency provides consulting, publicity and marketing services for authors, writers and publishers. Every client is unique. We will work with you to maximize the potential of your project.*

### CONSULTATIONS AND STRATEGIES

---

With years of experience in the publishing industry, we offer personalized one-on-one consulting to support your publishing, publicity and marketing goals.

Consults scheduled via phone or in person.

**Personalized Publishing Consultation:** Are you thinking of writing a book or have one written and don't know where to begin to get it published? Is Self-publishing or Traditional publishing right for you? This one hour consultation includes discussion on your specific project, offering guidance on best options to publish your work and an understanding of the pros and cons of each. By the end of this One Hour consultation, you'll be left with your next steps and the right expectations for your specific project.

*Personalized Publishing Consultation: \$100*

**Personalized “Let’s Get Started” Strategy and Consultation :** Are you getting ready to publish for the first time? Do you have a book coming out and don’t know how to begin the publicity process? We can help you develop a strategy and marketing plan that maximizes your efforts to establish your brand and promote your book. We’ll give you the ‘must dos’ and help you create a plan that works within your budget and schedule. We begin by sending you a client questionnaire to gain insight your book, target market and marketing preferences. This consultation includes a 1-hour one-on-one consult and a comprehensive step by step strategic plan report and checklist created specifically for you.

*“Let’s get Started” Strategy and Consultation: \$400*

**Personalized Author Publicity Strategy and Consultation:** Do you have one or more books published and need direction to take your book publicity to the next level? Are you unsure of what you really need to do to next gain more reach? Are you trying to balance writing and publicity and need to know where to spend your time and money? We can create a personalized strategy based on your goals, budget and time. We begin with a client questionnaire to gain insight into your target market, goals, strengths, and marketing preferences. We will provide an analysis of your current plan, marketing material and on-line presence including any sites, blogs and social media and offer guidance and recommendations to develop an effective brand and meaningful marketing strategy tailored to your needs. Includes a 1 hour one-on-one consultation, a comprehensive step by step strategic plan report and a ½ hour follow-up consult within 30 days.

*Personalized Publicity and Marketing Strategy Plan and Consultation: \$550*

**Book Coaching Hourly Services:** For published and unpublished authors, writers and publishers, we provide ongoing, as needed direction and assistance on publishing, marketing and publicity. Need a quick question answered or want to talk for an hour or more? We are available to answer your questions and guide your efforts. Schedule a time that works with your schedule.

*Book coaching hourly rate: \$100, no minimum, by appointment*

## PRESS KIT

---

**Author Bio:** We will create an author bio that highlights your brand. Includes a short and long version for use on book covers, book content, press materials, website, and social media. Includes reviewing current bio and book information and interview with client. Word count range: 100 words (short version) and 300 words (long version)

*Author Bio: \$150*

**Generic Press Release:** We will create a press release that highlights your book and brand. Written in AP Style and ready for print. Formatted for accessibility on your website for media and event venues to easily download. Your press release will be easy to update for specific event, just add the details. Includes reviewing current bio, blurbs and book information and interview with client. Word count range: around 500 words.

*Generic Press Release: \$200*

**Feature Article:** We will create a feature article that highlights your book and brand. Written in AP Style and ready for print. Formatted for accessibility on your website for media and event venues to easily download. Feature article will include emphasis on the book you wish to promote most heavily, information about your other book(s) and you as an author, with quotes. Includes reviewing current bio, blurb, and information and interview with client. Word count range: 700-900 words

*Feature Article: \$ 250*

**Press Kit Package:** Includes short and long bio, generic press release and feature article.

*Press Kit Package: \$500 (save \$100)*

## SOCIAL MEDIA SUPPORT

---

**Facebook Author Page:** We will create an author page that highlights your brand and books. Includes initial account set up, custom cover banner, profile and account content and links to maximize sales. You will be simply added as an administrator to the account and begin taught how to begin to post and promote. We provide one-on-one assistance to understand your page to maximize your followers and sales. As a bonus, Blue Cottage Agency will promote through their social media accounts.

*Facebook Author Page: \$200*

*Facebook coaching hourly rate: \$100*

## AUTHOR WEBSITES

---

Your Website is the most critical component of your publicity and marketing efforts. Your website is your vehicle to generate and expand your fan base, increase sales, announce events, make industry connections and amplify opportunities.

**Author Websites:** We partner with MidState Design to create an affordable, professional high-quality website with proven results. Our websites are built using WordPress and include customizable content with no coding needed, premium theme and plugins, amazing social features, expert marketing and content advice, hosting, updates, tutorials and so much more.

*Basic Author Website: Starting at \$1600*

*Includes website creation, 5 Pages: Home, About, Book, Press, Contact and a blog*

*\*Pricing based individual authors project goals. Monthly hosting and maintenance extra.*

## SERVICES AND PAYMENTS

---

To request services:

Email: [bluecottageagency@gmail.com](mailto:bluecottageagency@gmail.com)

Or call 218-828-4717

Payment due within 21 days of completion of service

Invoices sent via email

Payments of check, credit card or PayPal accepted

NOTE: Grant funding may be available through your regional arts council. Requests for further information required for writing grant provided upon request.

We look forward to supporting you!

Krista Rolfzen Soukup

Literary Publicist

[Blue Cottage Agency](#)

Representing and Promoting Literary Arts

[www.BlueCottageAgency.com](http://www.BlueCottageAgency.com)

218-828-4717