

Substance Books – Online Book Publicity Campaign Options for 2015

Why you should work with our publicity team:

- We provide comprehensive services that covers Search Engine and Social Media Marketing
- Successfully represented over 9325 authors and titles
- Assisted authors and publishers in reaching **Amazon bestseller** status
- Knowledgeable and well trained team with over 14 years of experience
- Active participant of major book events on the global scale. **BEA, Frankfurt**
- We drive a significant percentage of the industry's traffic related to books
- We helped authors to attract **movie** and **TV** deals
- Our rates are lower than most publicity firms
- Month-to-Month campaign are available upon request
- Special **BOOK LAUNCH** campaigns are available upon request
- Your book will be exposed to thousands of targeted and potential readers. **GUARANTEED.**
- Step-by-step instructions & workshops are available to our clients on marketing techniques and tools
- **24/7** result monitoring
- We provide instant feedback to our clients on all promotional work completed.

What to expect. Process of submission and acceptance, if applicable.

STEP 1	STEP 2	STEP 3
<p>Establishing secure email connection</p>	<p>Introduction email</p>	<p>Research into your book and its marketability potentials by our publicity team</p>
<p>Once you have submitted the details of your title, a member of our team will contact you to establish email connection within 2 working days. During this process you will be asked to reply to our verification email.</p> <ul style="list-style-type: none"> - If we received your verification email, we will proceed to STEP 2 within two working days. - If we did not receive your reply, we will try to reach you through other means. If we are not able to do so, your submission request will be deleted. 	<p>After verification, we will email a short introduction to our company. This email will focus on our services and will not cover a marketing strategy of your title, just yet.</p> <p>In order to advance the process of your book's submission, you will need to respond and indicate your interest in discussing the possibilities of paid representation. No payment is required at this point.</p> <ul style="list-style-type: none"> - If you respond positively, we will move to STEP 3. - If we do not receive a reply, your submission request will be deleted. 	<p>Based on your email response, our publicity team will do further research into your title to establish its marketability level and other potentials. We will read reviews, consider sales figures and even read available chapters of the title in question. Unpublished titles will be evaluated based on different criteria. The decision regarding acceptance of your title will be made by our team within 2 working days. No payment is required at this point.</p>

<p>STEP 4 If your title has been accepted</p> <p>Our Publicity Manager, Hajni Blasko, will contact you by email advising you of our decision. She will continue the discussion about your title and assisting you to select the best suited campaign for your specific promotional needs.</p> <p>Once a campaign is selected and you approved the marketing ideas suggested an invoice will be created.</p> <p>Your campaign will launch in 3 working days after we received payment.</p>	<p>STEP 4 If your title has NOT been accepted</p> <p>You will be contacted by email advising you of our decision.</p> <p>The reasons will be clearly stated within our email. You will be encouraged to resubmit your application once you have completed the recommended improvements.</p>
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Since February, **2001**, we have been helping hundreds of authors and publishers realize their true potential in the area of publicity and assisting them in taking their publicity efforts a step further. We invite you to read what clients are saying about our Online Book Publicity and Search Engine Marketing campaigns.

More full contact testimonials here: www.OnlineBookPublicity.com/publicity-testimonials.html

“Hajni Blasko and the Substance Books publicity team are the Rock Stars of Marketing! She exceeded my expectations! Plan on staying with her throughout my writing career!”

- Amazon Bestselling Author of Substance Books for 3 years: Lorraine Carey

“My book, *The Retro Budget Prescription* stayed in the Paid #1 Amazon Bestseller position in the three categories. Thank you Substance Books!”

- Amazon Bestselling Author of Substance Books for 5 years: Nora D'Ecclesis

“Substance Books is a trusted company for both readers and writers. The robust book site is well organized to assist readers with choosing the right books for their interests. This in turn helps sell books. It's a win-win situation.”

- Author of Substance Books for 4 years: Lisa R. Petty

“Substance Books is a POWERHOUSE of knowledge and I have found the valuable and extremely helpful in promoting all my 6 titles. I for one will keep using them.”

- Author of Substance Books for 5 years: Elizabeth Revill

MOVIE RELEASE 2015 FALL

The execution

- Amazon Bestselling Author of Substance Book for 6 years: Sharon Cramer

“I am learning so much about book marketing and gaining so much confidence since being in your group and retaining your publicity services. My book sales are up, my reviews are up!”

- Author of Substance Books for 1 year: Genie Lee Perron

Our campaigns has proven successful for our clients across the globe. We represent first-time authors and publishers that includes **NY Times** and **Amazon bestselling** authors. We monitor the progress of our clients and offer help or advice when needed.

Select a One-year Start-up campaign (\$500):

- If your title is not yet published.

- If you wish to include links to your distributor as well as to your site.
- If you wish to feature a 200-word synopsis.

- If you wish to have visibility within all of our Social Media **Bookstores**.
- If you are seeking a stable exposure on search engines.
- If you wish to increase your branding as an author.
- If you have limited time to promote your title on social media, select this campaign and we will provide assistance with these tasks so you can maximize your publicity efforts.

This campaign is well suited for authors who are involved with the online exposure of their titles or to be published titles.

Select a Two-year Premium campaign (\$850):

- If your title is published
- If you would like to **save even more** on listing fees and take advantages additional promotional bonuses.
- If you wish to include links to your distributor as well as to your own website.
- If you wish to feature a 200-word synopsis.
- If you wish to be featured in all Bookstores. (not included within One-Year Start-up campaign)
- If you wish to have visibility within all of our Social Media **Bookstores**.
- If you are seeking a stable exposure on search engines.
- If you wish to increase your branding as an author.
- If you have limited time to promote your title on social media, select this campaign and we will provide assistance with these tasks so you can maximize your publicity efforts.
- If you are seeking a flexible campaign allowing for the possibility of listing and key phrase changes and adjustments as needed (not included within One-Year Start-up campaign).

This campaign is best suited for authors who are very much involved with the online exposure of their titles. Our SEM team, if requested, will provide suggestions and make changes to achieve wider exposure on search engines. (not included within One-Year Start-up campaign)

More full contact testimonials here:

www.OnlineBookPublicity.com/publicity-testimonials.html

“For me, as a more traditional publisher, Hajni provided a door to a world of marketing that I had only heard about. Her instructions on how to take advantage of these tools has been invaluable.”

- Author of Substance Books for 5 years: Ralph Dinlocker

“*Since I, the Sun*, the biographical novel of the greatest Hittite king, has been promoted by Substance Books we've doubled our sales. Because this book took years to create and is among our favourites, we're delighted. Our thanks to Hajni”

- Publisher of Substance Books for 3 years: Perseid Press