

MARKETING SERVICES:

Turning Stone Press is a new publishing collaboration between Conari Press (a division of Red Wheel/Weiser, LLC) and Hampton Roads and authors with something to say about the world around us and the way we live our lives. We offer the professional services of the publishers of such best sellers as *Conversations with God* and *Random Acts of Kindness* to help bring your book to a wide audience.

With our collaborative publishing service, we offer a marketing plan, press release, and other advice on how best to market your book. In today's publishing world, authors need to be marketers too. Not everyone has the time or skills needed to implement a good plan. We offer additional services to help you market your book. Our customer service reps can tell you more.

As an author of **Turning Stone Press**, you receive a press release, a marketing plan, and social media tips as part of your publishing contract at no additional expense. If you have an interest to receive further marketing services, please review the options below and contact us today.

If you are not an author of **Turning Stone Press** but wish to receive marketing services through us, we are happy to provide you with a quote. Contact us today!



“Leave no stone unturned.” –Euripedes

EDITORIAL SERVICES:

Level 1 - \$3,000 SAPPHIRE MARKETING PACKAGE, TSP WILL:

- Create interview questions and talking points for radio pitches
- Create interview questions and talking points for online pitches
- Send 20 review copies to genre friendly radio shows with request for an author interview
- Send 30 review copies to select bloggers
- Provide one round of follow up to reviewers who were sent a copy of your book
- Provide copy for an email blast you may wish to send to your network
- Provide you with a one-hour session with a marketing coach to discuss specific sales and marketing recommendations for your book
- Issue a press release to wire services distributed to a variety of search engines, news, entertainment, and lifestyle websites
- Create a First Chapter Plus ad promoting your book to 20,000 librarians
- Create a Facebook page devoted to your book

Level 2 - \$6,000 DIAMOND MARKETING PACKAGE, TSP WILL:

- Create interview questions and talking points for radio pitches
- Create interview questions and talking points for online pitches
- Send 20 review copies to genre friendly radio shows with request for an author interview
- Send 50 review copies to select bloggers
- Provide two rounds of follow up to reviewers who were sent a copy of your book
- Provide copy for an email blast you may wish to send to your network
- Provide you with two hour session with a marketing coach to discuss specific sales and marketing recommendations for your book
- Issue a press release to wire services distributed to a variety of search engines, news, entertainment, and lifestyle websites
- Create a First Chapter Plus ad promoting your book to 20,000 librarians
- Create a Facebook page devoted to your book and a blog on a universal blogging site such as Tumblr, Live Journal, or Word Press
- Create a Twitter Account devoted to your book
- Provide a PW Select Self-Published books announcement
<http://www.publishersweekly.com/pw/diy/index.html>
- Create a Goodreads and Facebook ad campaign driving traffic to Amazon and BN for readers to purchase your book
- Contract with Kirkus Reviews to provide a review for your book
<http://www.kirkusreviews.com/indie/about/>
- Place an ad in Radio Television Interview Report

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