



HOW TO SUCCESSFULLY SELL YOUR BOOK

You have had the idea. You have written your opus. Now you need the world to sit up and pay attention. You are jittery with excitement at the potential. But where to start?

Do you need an editor? What about an agent? Traditional publishing versus self-publishing? And how about a website? You know you need one but how to get a professional website without it costing the earth?

There are many hurdles between the finished book and your engaged reader. You feel overwhelmed.

You long for someone to help you get your book out there. A marketing expert to walk hand in hand with you to nurture your dream? Someone to care about your success as much as you do.

But you fear that this would cost too much? And there is so much out there for free, why would you want to pay for it?

Because every once in a while, you need some help. You need some support. You need to feel that you are not alone.

Good help does come with a cost but it does not have to break the bank and it is an important investment in yourself and in your future.

My name is Christine Smith and I believe that with the right person by your side, you can move mountains. I would be delighted if I could be that support for you. Why would you consider me as your marketing ally?

- I have had a successful selling career in the travel industry (I regularly used to sell more than £1million of travel services per year)
- But I have also had my failures from which I have learnt hugely
- I have spent the last 10 years working with clients in online digital marketing (building websites, blogging, social media) with my business, [CSwebmedia](#)
- I am also passionate about who we are and how our thoughts and awareness might empower or impede us and I bring that knowledge into the business arena

If you think we might be a good match, please read on.....



Testimonial from John Mills of JM Complete Fitness:

“Chris’ support, attention to detail and the ability to take my ‘random’ ideas and turn them into a fantastic website has been invaluable.”

MARKETING PACKAGE

Ideal for: Authors, new and established.

What’s included? This is difficult to quantify because each author will be at a different stage of bringing their book to market. I would start by looking at where you are now and where you want to get to. Brainstorming together might redefine where you can imagine your book(s) going!

Together we build a marketing plan (digital and non-digital where appropriate) and I can take on various tasks (eg build a platform to reach your audience through a website, social media, book proposals, etc).

Face-to-face interaction is very important to me so I would aim to have at least 30 mins in person, on Facetime or Skype per month.

The core of our connection would be for my marketing skills to be available to you in a practical, hands on way. I want you to feel that you have a capable, resourceful and practical co-worker by your side to get your book to the readers it deserves.

How much? For ease I have developed three packages based on time and budget. I emphasise that even though I have suggested a particular client profile for each package, I provide whatever is most relevant for you.

Testimonial from Patricia Harragin, Psychotherapist:

“Chris is able to listen to what I want as a client. She is incredibly patient. She is also thorough and at all times professional. When the going gets tough she brings a down to earth calm perseverance with a good dose of humour.”



BRONZE – ideal for authors just starting out or with a low marketing budget. It buys you one half day per month (4 hrs) of my time. We could work on building your audience, improving your website (platform), setting up a blogging structure, or working on book proposals.

£160 per month
£375 for 3 months - INTRODUCTORY OFFER

SILVER – for authors wishing to push the marketing at a faster pace and with a larger budget. This package buys you one full day per month (8 hrs) of my time. Here we might look at the same projects as with the Bronze package but make time also for an email marketing campaign, Search engine optimisation for your website, build a sales funnel or drive the blogging forward.

£295 per month
£590 for 3 months – INTRODUCTORY OFFER

GOLD – this package again buys us more time together with 2 full days per month (16 hrs) of my services. Our work here might include any or all of the work of the other packages but moving at a greater pace. We could also consider additional options such as a social media advertising campaign or a PR function.

£495 per month
£1190 for 3 months – INTRODUCTORY OFFER
Custom Package: £25 per hour for each hour over 16 hours per month



I would love to discuss your book with you. Call or email me now to arrange a:

FREE INTRODUCTORY CHAT
PLUS
FREE MARKETING ASSESSMENT

We can work together to give your book the chance it deserves. Here's how to get in touch if this sounds appealing:

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