

# Author Involvement



## **AUTHOR INVOLVEMENT**

*The most effective campaigns are when we work with authors who are actively engaged in their own campaigns, and doing everything they can to become a bestselling author.*

Our success is your success and vice-versa. We want you to be very focused on making your campaign a success. In other words....

*“Help us make you a bestselling author.”*

No one will ever be as excited about your book as you are. We can do a lot, but you need to be your book’s greatest fan and promoter.

We excel at promoting authors who really put themselves out there! People love finding out more about you, who are you? Why did you write the book? What message do you have for me?

To be frank and honest, if you believe that marketing is completely somebody else’s job—then you should not work with us.

Our services are a very important part of your success, but it is only one piece in making a book a bestseller.

We have a deep respect for authors who know that it takes ambition, energy and paying your dues to make it to the top.

We’ll support you by giving you our full attention during your campaign, and by giving you great ideas you can implement on your own. For example:

*Never say ‘no’ to media interviews or review opportunities unless the market is clearly not a match for your book.*

*Put yourself out there and take a lead role in  
your marketing campaign*

Again, the most successful book campaigns are ones in which the author gets out front and plays a lead role.

Stats show that if we have an author who really steps up and another who lays back and waits for others to make it happen—the more active author will always achieve greater success.

By being enthusiastically involved in your long-term campaign you'll walk away with a bestseller title and you can leverage that well into the future to keep selling books!

When the day arrives and you reach that goal – **SHOUT IT FROM THE ROOFTOPS!!** It is your dream come true and people love positive news!! They want to celebrate with you!

*There are two great days in a person's life –  
the day we are born and the day we discover why*  
~William Barclay

Now let's get started!