



## Information For Top Level Marketing

### How to become a member of the marketing website:

This website is specifically intended for the release of wholesome books. The process for getting the work on [www.bookmarketplace.net](http://www.bookmarketplace.net) is to fill out the paperwork and pay for the desired level [There are three levels]. The cover of the work will be placed on the website under the appropriate categories with a direct link to book sales. The Amazon link will be provided if the book is sold on Amazon. Suppose the author is selling the book apart from Amazon. In that case, we can provide links to his website, Facebook page, or personal email. We do not sell books, audio, or music on our website but offer links to sales. We take no commission from sales of books which are shown on [www.bookmarketplace.net](http://www.bookmarketplace.net) and do not control any of the prices which are posted by those selling the books.



### Paperwork Sign Up

1. Select a Marketing Plan [Level 1, 2 or Top Level for 6mo or 1yr]
2. Enter your email and pay the fee on [www.bookmarketplace.net](http://www.bookmarketplace.net)
3. Fill out The Book Registration Form. Use one form per book. Fill in the book[s] desired to be posted on the website. Limit of 3 by the same author. Those registering the books must be the author or have permission by the copyright holder to market them. New books only. No second-hand books. Titles may be changed quarterly. [You may opt to have us showcase different books on the website].
  - Provide information needed to showcase the title on [www.bookmarketplace.net](http://www.bookmarketplace.net)
  - Identify the book with specific information
  - Name the categories & sales outlets [select whatever categories you feel it should belong in. We will attempt to get it as close to a similar category]. Select two sales outlets. Preferably Amazon and a personal website [or business website]. Limit of 2. May add an email if desired--but it will not be posted as a direct mail-to button.
  - Send your most current book cover photo and a book summary [40 words]. If you do not have a current photo of the book cover, but it is on Amazon, we can use the picture on Amazon. We can also use the summary which is already posted on Amazon, if you like.
  - Current author biography [120 words] & photograph [if desired].
  - Provide a YouTube URL for a video which the webmaster will provide. No raw videos can be used. The video must be uploaded to YouTube and the URL provided to attach the video to the website.

## Counting the Cost [Minimum 6/mo Membership]

### **www.bookmarketplace.net Top Level Marketing Plan**

\$720 to www.bookmarketplace.net For 6 months \$120/mo [+ \$80 x 4/mo to Amazon Ads]= 720 + 320 [\$1040].  
\$1440 to www.bookmarketplace.net For 12 months \$120/mo [+ \$80 x 10/mo to Amazon Ads]= 1440 + 800 [\$2240].

The book [e-book or paperback] must be on KDP [Kindle Direct Publishing] to use the Top Level.

**Included in the plan:** The marketing site will show 1-3 books by the same author. The book is listed in 3 categories with the cover [all of the book covers are uniform size] and a 40 word summary. The book will also be listed in the Best Selling Books section. Video Link option. [We attach your video link from a YouTube video]. The cover is posted with a summary. We will connect the author's sales outlet [Amazon], personal website, Facebook page, or email [2 buttons]. Author biography and head shot photo.

www.bookmarketplace.net will periodically send emails to update you on the traffic of the website. We do not sell books on the website, so we have no awareness of sales. Our goal is to increase traffic which will desire these types of books, thereby increasing sales. Our goal is to provide a high quality professional website with lots of traffic providing exposure for authors to help move their books. The placement of titles on the website by the webmaster is according to several criteria and they will move as the site grows.

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**Additional Information:** **www.bookmarketplace.net Top Level Marketing Plan** is \$120 monthly [+ \$80 directly to Amazon Ads via Credit Card]= \$200 month. The book [e-book or paperback] must be on KDP [Kindle Direct Publishing] to use the Top Level. All of the options are the same as the 2nd Level Market Plan. In addition, we will create an Amazon Ad with 300 search words to run for the quarter following the sign-up for Top Level Marketing [4 months]. The ad is book specific [one title] pay-per-click with a maximum amount of \$80 per month payable from the Amazon Ads Account Holder. The Ad is linked directly to the author's KDP Amazon account, so it is essential to have their account information. The webmaster will set up the ad during a live ZOOM session with the author using KDP Ad software. The session lasts 1 hour. Additionally, the author has an opportunity to meet with the webmaster monthly [while the ad is running] for a 30 min Ad Evaluation to see how it is doing. These appointments will be scheduled at the time the ad is set up. At the end of the quarter, the author has the option to continue the ad with Amazon. Webmaster Ad Evaluations may be scheduled for additional fee.

**Author Responsibility:** Purchase the plan. Complete the forms, email the author's photograph and book cover, and provide a place where the book can be acquired. Authors may choose to have us connect directly to Amazon or mail books themselves. The author must provide links to the YouTube video. The author will need to set up [1] appointment to develop the Amazon Ad and [3] appointments for Ad Evaluations [if desired].

\*Note: The Amazon Ad is linked to the author's KDP Amazon account and their credit card information is used to pay Amazon pay-per-click fees. The pay-per-click can be variable, but recommended at least \$80/month.

### What is needed to Make the Amazon Ad:

1. The Amazon Ad is for **one** book title.
2. The best way to do these types of ads is to think, "What would someone type in their search engine on Amazon to find a book similar to this?" We are looking for phrases.
3. Please provide a list of 20 phrases \_\_\_\_\_.
4. What are some key words which can be used to find a book similar to yours? Please give us a list of 40.
5. Do you know any authors who provide similar books?
6. Do you know any other books which you feel that your book is similar to?
7. We will need to get temporary access to your KDP account. Have your email and password handy. The webmaster will need to get onto the account from her computer, so the backup email or phone number should also be available to confirm it is OK for her to get onto your account. Not having this information will delay the setup of the ad. Do not email account numbers or codes--we will do it live when we meet on ZOOM.
8. The Ad will be financed by the individual linked to the original KDP account (generally the author). He/she will need to provide a payment option. The ads are pay-per-click. What that means is key words will be put in to make the ad (we are using 300) and click values applied. The maximum amount (per day or month) will be set. When individuals click on the book after they use one of the key words, Amazon charges the click value of the word up to the amount designated. The author is not charged until someone uses one of the key words and clicks on his/her book. We recommend \$80 per month to start and to run the ad for 3 months. However, the author may chose to increase or decrease the amount (according to his/her budget). After extensive research we have found it takes 2 months for an ad to get traction, so we suggest at least 3 months for an ad to prove itself.
9. The Ad Evaluation meetings are set up monthly at the time the initial meeting is set up. During this meeting the Amazon Ad account will be accessed and evaluated to see how the ad is functioning. Key words may be added at this time--or taken away if they are causing stray clicks which are not making sales. The goal of the ad is to get the book climbing up the search pages [it is best to use a desktop or laptop computer to clearly visualize ranking of search pages] on Amazon. It can be checked by typing in one of the search phrases (or words) and counting how far down the pages the book is. It is a goal to get the book higher than page 5 of the search. The webmaster will show how to evaluate the ad and make changes as needed. Ad Evaluation is a 30 minute meeting.
10. After the Quarter is complete for the ad, the author may select to continue the ad on their own or cancel the ad completely. The webmaster will continue to meet for Ad Evaluations if desired for \$95/hr. scheduled on ZOOM.

*email to: Sheri@bookmarketplace.net*

#### Check List:

1. Purchase Market Plan \_\_\_\_\_
2. Return Book Registration Form [1] \_\_\_\_ [2] \_\_\_\_ [3] \_\_\_\_
3. Provide book cover(s) [1] \_\_\_\_ [2] \_\_\_\_ [3] \_\_\_\_
4. Provide book summaries [1] \_\_\_\_ [2] \_\_\_\_ [3] \_\_\_\_
5. Provide author biography \_\_\_\_\_
6. Provide author photo \_\_\_\_\_
7. Where would you like us to send people to purchase your book? \_\_\_\_\_
8. Provide the URL of a promotional video for the website \_\_\_\_\_
9. Information needed to make the Ad. See above. \_\_\_\_\_