



**Top Level Marketing Plan**

1-3 books by the same author on 5 websites for \$120 a month [\$720 for 6 months or \$1320 for 12 months with 1 free month.]

**Included in the plan:** The book is listed in 5 categories with the cover and a summary. We will connect the author's sales outlet, personal website, Facebook page, or email. In addition, we will create an Amazon Ad which is linked directly to the author's KDP Amazon account, so it is essential to have their account information. Cost of the ad [to Amazon] is not included in the Marketing Plan. It will cost an additional \$40-80 per month payable to Amazon Ads.

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. At the end of the quarter, the author has the option to continue the ad with Amazon. Webmaster Ad Evaluations may be scheduled for an additional fee.

**Author Responsibility:** Purchase the plan. Complete the forms, email 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 will need to set up [4] appointments to develop the Amazon Ad and Ad Evaluations. 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.

**Name:**

**Address:**

**email:**

**Cell:**

**Date:**

*Registration is quarterly. The next quarter will start the payment cycle. [1] January 1-March, [2] April 1-June, [3] July1-Sept. , [4] Oct 1-December. We do not retain your credit card or numbers. Each payment is a one-time payment for services.*

ZELLE QR Code



**TOP Level Marketing Plan:** 1-3 books are listed 5 times on any of the Marketplace Net Websites.

I already paid on-line [Use the website [shopping basket] <https://bookmarketplace.net> to pay for Level 2]

I am sending \$792[6-months] or \$1452 [12-months] or PayPal [Gloryboundpublishing]

I am paying \$792 now. [6-months]

I am paying \$1452 now. [12-months]

Name on Card:

Card #

VVI:

ZIP Code:

EXP:

Return email: [sheri@bookmarketplace.net](mailto:sheri@bookmarketplace.net)

**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 5 key words or phrases that best describe your book.

What are some key words which can be used to find a book similar to yours? Please give us a list of 20.

4. 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.
5. 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.
6. 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.
7. 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.

## Book Information

Title of Book to attach to the Ad

Amount of Money per month you would like to contribute for the Ad

Have you ran an ad previously?      How did it do?

We will contact you to set up the appointments for the ad construction. What is the best email for us to contact you at?

Would you rather us text              or phone you?

Top Level Marketing Plan allows the author to attach a YouTube Video or audio file to the site near their book.

An added benefit of Top Level Marketing at the Book Marketplace Net is we will attach your audiobook and/or video which is on YouTube. You can change the YouTube video quarterly if desired.

### Do you have a video?

I have a YouTube Video

I have video not on YouTube

I need a video.

Title of my YouTube Video/Channel

URL address of your YouTube Video

### Do you have an audiobook?

I have an Audio File on ACX

I have an Audio File elsewhere

I need an audio File.

Title of my Audio File/book on line

URL address of your Audiofile

## Book Title

**Book Title:**

Book Sub-Title:

Author:

Artist:

I certify I own the copyright to this work  
I have received permission from the author to sell the work.  
Registered with the US Copyright Office?

Date of publication

ISBN

ASIN

*Some books may not have an ISBN if none was assigned. Books are not required to have an ISBN. ASIN is Amazon's control number. Look for it where the book is posted on Amazon. ASIN can be found near book cover on desktop of KDP account.*

How much are you selling the book for?  
How many pages is the book?  
What is the book Size?

## Book Cover

**Book Cover**-Email us a copy of the Book Cover, or we can take a copy from Amazon if the book is on Amazon for sale. It may be sent in Word, Jpeg, or PDF. We do not need the back cover, but if it is attached to the front, that is OK. We will remove it because only the front cover is posted on the website. If you do not have a picture of the cover, you can scan a copy of the book cover and send it to us as an attachment to an email.

I am emailing my cover  
Please take my cover off of Amazon  
No Book Cover

## Book Summary

**Book Summary**-Book summary [40 words maximum]. If it is longer, it will be edited to fit. You may use the summary written on Amazon if your book is on Amazon.

I am writing in my summary below.  
Please take my summary off of Amazon.

### Where is Your Distribution?

The on-line power of the Book Marketplace Net is the ability to connect the author's personal website with the outlet for sales displayed in one location (a high-traffic topic-specific website). We have no control over the sales price or distribution (and do not sell books directly from the website), but connect the existing outlets which the author already is utilizing. Authors may select to have us connect directly to Amazon (if their book on Amazon for sale), their personal website (if they are distributing on the website) or their personal email (if they chose to send out books from their residence). We do not post phone numbers or addresses. Authors may post up to 3 books. Use Add Book Form for book # 2 and #3 if indicated.

#### Outlet. How would you like orders to be filled?

Please link to purchase from Amazon.  
Please direct to my website. Web address below:

I will fill orders my self. Use my email address.

#### Subject of your book

Which website do you want your Book posted on?  
For the list of websites--see page 4

Website 1

Website 1

## Book Marketplace Net Website Marketing Contract

This contract is between [www.bookmarketplace.net](http://www.bookmarketplace.net) [represented by Sheri Hauser as listed above] and the Author.

Author name

The Author verifies the book is their original work. The Author is to set the price of the book, E-book, audio book, or music. The Author is responsible for ensuring the sales outlet is viable, and copies of the work are available for sale when the contract is signed.

- The Author may choose to sell by KDP [Amazon], and [www.bookmarketplace.net](http://www.bookmarketplace.net) will set up a direct link to the work.
- The Author may select to mail copies directly to the customer via a link provided [website, Face Book, or email].

Filling orders within a week of the customer's order is recommended. Unfilled orders will result in forfeiting contract obligations, and the Author's book will be removed from [www.bookmarketplace.net](http://www.bookmarketplace.net). Money will not be refunded for failing to promptly fulfill a customer's order. The Author may move up the levels at any time after 2 months of the contract. All payments will be credited toward the next level. All of the book titles must be wholesome content or suitable for those under the age of 18.

Number of Books: For 1 to 3 books by the same author is an option within their plan.

[1] January 1-March, [2] April 1-June, [3] July 1-Sept, [4] Oct 1-Dec]. The contract begins at the time of the payment for the quarter in which the contract is signed.

**Signed**

**Date** Day:                      Month:                      Year:



## Overview of Book Marketplace Net Websites

[Highlighted sites are under construction]

<b>Book Marketplace</b>	<a href="https://bookmarketplace.net">https://bookmarketplace.net</a>
<b>Arts</b>	<a href="https://audioandlargeprintbooks.shop">https://audioandlargeprintbooks.shop</a> <a href="https://awesomepoetry.shop">https://awesomepoetry.shop</a>
<b>Children</b>	<a href="https://animalbooks4kids.shop">https://animalbooks4kids.shop</a> <a href="https://bookstore4kids.com">https://bookstore4kids.com</a> <a href="https://dogandcatbooks.shop">https://dogandcatbooks.shop</a>
<b>Christian</b>	<a href="https://christianmusicwriters.com">https://christianmusicwriters.com</a> <a href="https://christianwomensbooks.shop">https://christianwomensbooks.shop</a> <a href="https://jesusbooks.shop">https://jesusbooks.shop</a> <a href="https://jesuskidsbooks.shop">https://jesuskidsbooks.shop</a>
<b>Education/Business</b>	<a href="https://goodbusinessbooks.shop">https://goodbusinessbooks.shop</a> <a href="https://homeschoolbooks.shop">https://homeschoolbooks.shop</a> <a href="https://brain-e-books.com">https://brain-e-books.com</a>
<b>History</b>	<a href="https://arizonabooks.shop">https://arizonabooks.shop</a> <a href="https://historybooks.shop">https://historybooks.shop</a>
<b>Women</b>	<a href="https://womensbooks.shop">https://womensbooks.shop</a>