

AMY'S BOOKSHELF REVIEWS
AUTHOR PROMOTIONS MEDIA KIT



Author Promotions <https://amysbookshelfreviews.com/author-promotions>

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Amy's Bookshelf Reviews is run solely by Amy Shannon, owner of Essence Enterprises

<https://essenceenterpriseus.com>

Note: Any purchase can be completed by a PayPal invoice (under the Essence Enterprises Business Account).

Authors also have the option of paying for individual items via PayPal on the Author Promotions Website.

All Written Reviews are FREE.

ANY PROMOTION THAT YOU SELECT AND IS RUN, DOES not GUARANTEE BOOK SALES. And ALL SALES ARE FINAL.

Amy's Bookshelf Reviews social media



BookSirens



PRERELEASE BOOK PROMOTION

\$75 (US)

One price (\$75), and this is what you get for your book's pre release promotion.

2- Email Campaigns on Amy's Bookshelf Reviews (timing of the campaign depends on the request for the promotion and when the book will be released)

1- Blog post on Amy's Bookshelf Reviews blog as a "Prerelease Promotion" (Post will run 2 weeks prior to the book's release).

1- Blog post on Official Blog of Amy Shannon as a "Prerelease Promotion" (Post will run 1 week prior to the book's release).

This works best if your book is on preorder, or you have a link already to your book. If you do not have a link yet, a website link or Goodreads link to your book would be a good substitute.

1- Full Page advertisement in [Literate-Ly Magazine](#) (in the upcoming issue, or the issue prior to your book's release). The magazine is a free literary magazine, and is bi-monthly.

REVIEWS INFO GRAPHIC

\$65 (US)

This promotion is a one page, 8x11 with 600 resolution informational review graphic for your book. The graphic will include the book cover, review quotes provided either by the author, or reviews (including quoted reviews in the book's description or Editorial reviews) on Amazon or Goodreads, and the author's website and/or social media information. It will also include a QR code on the corner of the graphic that links to the author's website or primary social media link, or direct link to the book on Amazon (or other site) to purchase. The color scheme will be close to the hues on the book's cover. (Up to 10 reviews per info graphic, depending on the length of the review (review quotes may be shortened to emphasize the excellence of the reviewer's thought).

This graphic can be used for your promotions, and also be an advertisement in Literate-Ly Magazine's next issue.

TODAY'S RELEASE PROMOTION

\$10 (US)

Where it will be posted: The official Blog of Amy Shannon at <https://essencecenterpriseus.com/amy-shannons-blog>

About:

If the review will be posted on its release date, authors have the option to have a post run at 9:00 AM EST on its release date about the book and its release.

Today's Release includes your book title and pen name here. The post will include the book cover, where to buy, author's website (or main social media profile page), and a post about the book.

AMY'S BOOKSHELF REVIEWS PODCAST

Pricing:

- If an author wants to Amy to discuss their book and the review of the book before its release, it's \$15.
- If the author wants Amy to discuss their book and the review of the book after its release date, then it is \$10.
- Request a copy of the audio file of the podcast. \$10 (after the show has aired, the author will get a link to the audio file on a Google Drive, as well as an invoice from Essence Enterprises.)

Links:

[Amy's Bookshelf Reviews Podcast](#)

[Amy's Bookshelf Reviews Podcast Profile on Spotify](#)

[Amy's Bookshelf Reviews on Spotify](#)

FEATURED BOOK BLOG POST

\$25 (US)

Where it will be posted: <https://amysbookshelfreviews.com/>

About

- A blog post about your book. This post includes the book cover, where to buy the book, the genre of the book, the book description, and at the end, a copy of the review from Amy's Bookshelf Reviews. This post runs on THIS blog, and is seen by over 3000 subscribers, and this website has over 1,000 visits per month.
- This post can be for any book, past or future books that have been reviewed by Amy's Bookshelf Reviews.

Options: 1 post, Once a month. (1, 2, or 3 months \$25 per post). 1 post. Once a month (4-12 months) \$15 per post.

- More than one post at once a month authors will be invoiced.

- Extra FREE option for 2 or more months, full page AD in Literate-Ly Magazine.

FEATURED REVIEW AND BOOK PROMO VIDEO

(Featured Review YouTube #FRYT) or (Featured Review TikTok #FRTT)

[Amy's Bookshelf Reviews YouTube Channel](#)

[Amy's Bookshelf Reviews TikTok Profile](#)

Options:

- 1- YouTube ONLY Standard Video Review

\$40 (US)

About:

- Text of review, video images, including title, book cover and author's name, and where to purchase the book.
 - Videos Uploaded to Amy's Bookshelf Reviews YouTube Channel. Shared on Amy's Bookshelf Reviews Facebook page, and Twitter
 - All new video reviews will be added to the "[Featured Video](#)" page
- 2- TikTok ONLY Standard Video Review

\$40 (US)

About:

- Text of review, video images, including title, book cover and author's name, and where to purchase the book.
- Videos Uploaded to Amy's Bookshelf Reviews TikTok Profile. Shared on Amy's Bookshelf Reviews Facebook page, and X
- All new video reviews will have a link on the "[Featured Video](#)" page (TikTok doesn't allow for embedding videos at this time).

- 3- If you buy a Video Review for YouTube, and want a TikTok Upload as well, use the \$20 add on feature. Reviews for print and audiobooks are separate reviews, and if you want one or both, you need to specify.

AMY'S BOOKSHELF REVIEWS BOOK SPOTLIGHT

\$15 (US)

Where: Home page of amysbookshelfreviews.com

About:

- Up to four books will be displayed at a time.
- The books will remain on the home page, until there is a fifth book to be added. To get this feature, your book has to have had its review posted.
- First one in, first one out.
- You can request this option when you request your book. If you decide after, you first, email amysbookshelfreviews@gmail.com and provide the book title, and wait for instructions.
- ONLY \$15.00 PER BOOK TITLE

COPY MY REVIEW

\$10 (US)

Where: amysbookshelfreviews.com

About:

Reviews from the old website at <https://writeramyshannon.wixsite.com/bookshelfreviews/blog> can be copied over to the current website's blog for \$10 per review.

AMY'S PICKS OF THE MONTH

\$5 (US) per book title

Where: Email Campaign sent to subscribers on amysbookshelfreviews.com

About:

- This will help author promote their work, whether they had a release date the previous month, or just their book review was posted, after it has been posted, the author can opt-in for a donation of \$5.00 per book title, to have their title included in the email campaign. Any "pick" for January will pull reviews from December, February from January and so forth. Any author who had a review posted on this site in 2022 is eligible. Also, the email campaign runs on the first of each month, at Noon EST.
- If there aren't any authors that opt-in for the previous month, then up to five books will be randomly selected. The email campaign will have the book cover, book blurb, and a link to where the book can be purchased.
- Amy's Pick of the Month will also appear in Literate-Ly Magazine from the past two months. Literate-Ly is a bi-monthly literary magazine.

AMY'S BOOKSHELF REVIEWS AND COLLABORATIONS

Lifetime Advertisement:

Life-Time advertisement (your logo linked to your website) for the lifetime of your business or mine. It would go under the "[partners](#)" section of the home page.

Cost \$150-one-time fee.

Do you have a podcast (video or audio)?

Option 1: On the Home page, add a section about your podcast, where it would feature just the last episode that was run. If it's audio, I would need the RSS feed. If it's on YouTube, just the link to the YouTube Channel, and the schedule for when shows drop. This option is \$200

Option 2: I create a page on Amy's Bookshelf Reviews dedicated to YOUR podcast. It would contain all the information about your podcast, the videos or RSS feed streaming on your podcast, as well as how to get on the podcast. This option is a one-time fee of \$500, for the lifetime of your business or mine.

Book Review Bloggers

- for book review bloggers that would like to be listed on my website as a Legacy Friend, and for the cost of \$10, they would be listed under "Book Reviewers" with their logo, and a link to their website (preferably the link to where authors can read the rules and submit their work for review). For an extra \$5 per post, Amy's Bookshelf Reviews would be happy to post your review of whatever books you have been reading and reviewing. Your Name and information would be in each post of your review.

Featured Book Trailer or Promotion Video

- If you are an author who wants to advertise their book series or book through a book trailer, for \$25, I will add that to my website. On the home page, will be a Featured Book Trailer or Promotion Video. It will feature one book at a time.
- I have also added a Book Trailer Video Page where, for \$20 per video, yours can be added to this page. (If you don't have a book trailer or promotion, I do offer those services as well, and will create a video for you for the price of \$40 and that price will include adding the video to the Book Trailer Promotions page.

THE OFFICIAL BLOG OF AMY SHANNON AUTHOR PROMOTIONS

Where: <https://essencecenterpriseus.com/amy-shannons-blog>

Book Spotlight

\$25 US)

About:

- Your book can be a Book Spotlight on my blog, The Official Blog of Amy Shannon, <https://essencecenterpriseus.com/amy-shannons-blog>
- For \$25, the Book Spotlight will share information about the book. If it has a review from Amy's Bookshelf Reviews, that will also be in the post. The book cover will link to where people can purchase the book. This post will also share the author's website and social media platforms.
- This Book Spotlight will run 2x a month (The 3 and the 21st) at NOON EST. It's 25 per month, so if you want other months to have it run, it can. You can also select the month for it to be run. Order the feature here and send a follow up email to <mailto:writeramyshannon@gmail.com>

Featured Author!

\$15 (US)

About:

- Become a Featured Author on my blog. This post is about the author, so website, social media, and of course photo and biography will be included in a post that will be run on ONE Wednesday at Noon. No other authors will be featured on your scheduled date.

Spotlight Author of the Month!

\$25 US)

About:

- Become a spotlight author of the month. The post is about the author, so website, social media, and of course photo and biography will be included in a post that will run every Thursday at Noon for the month chosen.
- In addition, to the blog posts, the author will also be able to be one of the "Author Spotlights" in the literary Magazine, Literate-Ly. This magazine is a bi-monthly literary magazine that allows author contributors, advertising, and information and education for authors. <https://essencecenterpriseus.com/literate-ly-magazine>

OTHER BOOK PROMOTIONS

[Advertisement in Literate-Ly Magazine](#)

\$30 Author Promotion page (One FULL page AD about author and book).

Other options for participation in the magazine, see <https://essencecenterpriseus.com/literate-ly-magazine>

Social Media

- \$10.00 Twitter Post (Up to 3 posts, then \$5 for each extra post) (Amy's Bookshelf Reviews account Only)
- \$10.00 Facebook (Up to 3 posts, then \$5 for each extra post) (Amy's Bookshelf Reviews account Only)
- \$10.00 LinkedIn (Up to 3 posts, then \$5 for each extra post) (Amy's Bookshelf Reviews account Only)

"X" Bomb Promotions

6-Month Promotion (\$350) or 3-Month Promotion (\$200) *

- Includes X promotions on four different X accounts (2 text promotions per account, per month) https://twitter.com/amyshan_72
- https://twitter.com/ABSR_amyreviews
- <https://twitter.com/essenceENT72>
- <https://twitter.com/LiterateLyMag>

X Bomb & Video Promotions

X Bomb

6-Month Promotion (\$500) or 3-Months (\$250) *

- Includes X promotions on four different X accounts https://twitter.com/amyshan_72
- https://twitter.com/ABSR_amyreviews
- <https://twitter.com/essenceENT72>
- <https://twitter.com/LiterateLyMag>

Video Review and Book Trailers

- Includes creation of Book Review Video and Book Trailer Videos that will be uploaded to YouTube and TikTok, and also shared on the four X accounts.

The Chapter and Verse Promotion

X Bomb

6-Month Promotion (\$700) or 3-Months (\$350) *

- Includes X promotions on four different X accounts https://twitter.com/amyshan_72
- https://twitter.com/ABSR_amyreviews
- <https://twitter.com/essenceENT72>
- <https://twitter.com/LiterateLyMag>

Video Review and Book Trailers

- Includes creation of Book Review Video and Book Trailer Videos that will be uploaded to YouTube and TikTok, and also shared on the four X accounts.

Blog Posts (1 per month on each blog)

- Featured Book Blog Posts on Amy's Bookshelf Reviews
- Book Spotlight Blog Post on The Official Blog of Amy Shannon

Literate-Ly Magazine

- Free full page Ad per book title (or book series) for one year.
- Author Spotlight Article

Amy's Bookshelf Reviews Podcast

- Book discussed on podcast
- Author receives the actual audio file for free

***Customized Package:** Email Amy's Bookshelf Reviews for a customized package that is created from the author promotions. Amy's Bookshelf Reviews will work within an author's budget and create a package that will work for the author.