

Essence Enterprises is solely owned and operated by Amy Shannon
<https://essenceenterpriseus.com>

Any purchase is done via PayPal invoice (under the Essence Enterprises Business Account).

Promotions listed on this website may be duplicated on the Amy's Bookshelf Reviews website.

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

Media or press kits

Need a Press or Media kit announcing your new book, or even one for all your work?

\$55 Press/Media Kit for Author

Kit includes:

- Cover Page (author's name and social media information)
- Author Photo or Brand Image
- Author Biography (1000 words MAX)
- Author's book titles, each one including at least one rave review
- Media spotlights (when applicable) such as links to news articles or interviews.
- Book awards (Best Sellers, contest winner or runner ups...)
- An 8x10 graphic advertisement
- QR Codes for author website

\$45 Press/Media Kit for Book Title

Kit includes:

- Cover Page (author's name and social media information)
- Author Photo or Brand Image and about the author (500 words max)
- Book Title, Book Cover
- Book Tag line, Book description
- Up to five Rave reviews
- Media spotlights (when applicable) such as links to news articles or interviews (about this specific title)
- Book awards (Best Sellers, contest winner or runner ups...)

- An 8x10 graphic advertisement
- QR Codes for author website and for the book buy link.

Advertise your book's Sale or Giveaway

Got a Discount or Free Book Sale, or even a Giveaway?

QTY – 1 \$10 Blog Post Announcement *

QTY – 1 \$10 Email Campaign Post Announcement *

*If you buy more than one blog post and/or email campaign, it's only \$3 extra per post.

Market Strategy Document:

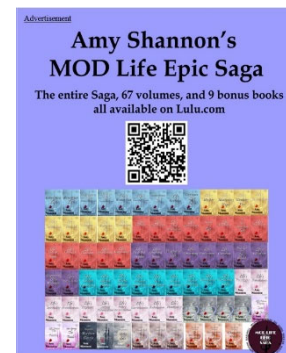
This document (template created by me and is property of Essence Enterprises, my company), helps an author put all of their information about the book inside one document. It includes information about the book, templates for query letters, press releases, press or media kits, hiring literary professionals, and various ways and places to market your work. You can purchase a copy of my template (MS Word Compatible) for \$50. If you wish for me to help you with the market strategy document, the minimum price is \$100 and the regular price is \$150.00

Have an 8x10 (Portrait) Ad created, use it for promos or media kit. (or landscape (10x8))

They can be used to upload to social media sites, used in press kits, or even printed out as flyers when you do book signings, or mailers. The examples show that each one has a QR code and can promote one book or a series. This promotion is not included in the Tier program, and is a separate add-on, or a single request.

Minimum \$ 25 maximum \$35 per advertisement

Example (More examples are shown on the website [HERE](#))



Today's Release Promotion

\$10 (US)

Where it will be posted: The official Blog of Amy Shannon at

<https://essenceenterpriseus.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.

Book Spotlight

Minimum \$15 maximum \$25 (US)

About:

- Your book can be a Book Spotlight on my blog, The Official Blog of Amy Shannon, <https://essenceenterpriseus.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://essenceenterpriseus.com/literate-ly-magazine> (This is until the Magazine’s final issue at the end of 2025.)