



Amy Shannon Enterprises Services & Promotions for Authors





Amy Shannon

Amy Shannon Enterprises

<https://amysbookshelfreviews.com>

<https://essenceenterpriseus.com/>

<https://essenceenterpriseus.com/amy-shannons-blog>

Services and Promotional Pricing for Amy's Bookshelf Reviews & Podcast, The Official Blog of Amy Shannon, and Amy Shannon Enterprises.

The prices for services and promotions are the value of the service. Some prices have a minimum and regular price, and there are also customized plans for authors who want multiple services, and a sliding fee scale for an author's budget without compromising quality. A minimum price, however, for the sliding fee scale will be noted.

Technical Tasks: An extra fee may be charged for helping the author go through some technical issues or resolutions, such as creating accounts and profiles, adding books to their profiles (Amazon), purchasing proof copies, and other technical tasks. If this occurs, the author may be charged **\$30** per Google Meet session (screen share) or a walkthrough for the client, or other directions provided by Amy Shannon.

I base the pricing on my time, not the actual service (except for editing. The price is based on page count with specific requirements). or promotion.



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Document Services

Document services include the following document types, manuscripts, screenplays, technical documents, academic documents, and other professional documents.

Editing Services:

On an as-needed basis for current and past clients (and special requests from new clients)

Regular Price: \$3 per page, per book type (must meet page requirements) (documents under 100,000-word count)

Minimum Price: \$50 (documents under 100,000-word count)

Documents OVER 100,000-word count

Regular Price: \$2 per book type (must meet page requirements)

Minimum Price: \$100

PAGE REQUIREMENTS

Price estimates are based on the number of pages (1.20 spaced), with a font of Times New Roman. Document size (Letter or 8x11 Portrait), aligned left. Any text on a page, counts as one page.

**When necessary, will work within the author's editing budget.

++If documents that are sent and do not meet the requirement, will be formatted by Amy, to give an accurate estimate.

Editing Process: (per page, no set word count)

Content editing and Copyediting: Language, grammar, punctuation, Editorial Feedback (\$3 per page) (all or any editing process).

Once editing is sent back to client, and they want a final analysis or editing process, that is a \$50 Flat Fee

Document formatting Services: (Separate from Editing Services)

Manuscript Formatting: (per page, no set word count)

Print Book formatting (and conversion to PDF or KPF (Amazon Kindle)

Digital Book Formatting (and conversion to PDF or KPF (Amazon Kindle)

\$3 per page, per book type (must meet page requirements) ** ++



Regular Price: \$3 per page, per document type (must meet page requirements)

Minimum Price: \$50

Formats documents to meet the requirements for the following publishing websites.

- Lulu.com Digital (epub format)
- Lulu.com Paperback (PDF format)
- Lulu.com Hardcover (PDF format)
- Kindle (KPF format)
- KDP Paperback (KPF format)
- Ingram-Sparks Print (Paperback) (PDF format)
- Ingram-Sparks Print (Hardcover) (PDF format)
- Ingram-Sparks Digital (ePub format)



Publishing Services and Pricing

Also requires having the contract, and publishing and specs document

Option for Client, \$2-3 per page with requirements or \$20 an hour. (First 3 hours require down payment). With hourly, client gets an estimated work week, and a time sheet documenting tasks done.

Document formatting Services:

Manuscript Formatting: (per page, no set word count)

Print Book formatting (and conversion to PDF or KPF (Amazon Kindle)

Digital Book Formatting (and conversion to PDF or KPF (Amazon Kindle)

\$3 per page, per book type (must meet page requirements) ** ++

Regular Price: \$3 per page, per book type (must meet page requirements)

Minimum Price: \$50

\$25-30 an hour. (First 2 hours require down payment). With hourly, client gets an estimated work week, and a time sheet documenting tasks done.

Formats documents to meet the requirements for the following publishing websites.

- Lulu.com Digital (epub format)
- Lulu.com Paperback (PDF format)
- Lulu.com Hardcover (PDF format)
- Kindle (KPF format)
- KDP Paperback (KPF format)
- Ingram-Sparks Print (Paperback) (PDF format)
- Ingram-Sparks Print (Hardcover) (PDF format)
- Ingram-Sparks Digital (epub format)

Formatting documents is part of the publishing process.

Manuscript must be edited and be “publish” ready. (Either edited by Amy Shannon, or another editor of your choice).

One of the following DIY publishers will be used to publish your book.



- Lulu.com Digital, Paperback, Hardcover
- (Amazon aka KDP_ KDP Paperback, Kindle Book, KDP Hardcover
- Ingram-Sparks Paperback, Hardcover, Digital
-

Large Print Books: These books have specific specs for the Blind, and visually impaired. I have those specs. A logo “large print” created by me, will be added to the cover of the book.

Pricing: (these prices do NOT include a book cover) Minimum Pricing \$100 per publisher per book, with \$25 for extra book formats (digital, paperback, and hardcover). No audiobooks are published unless you already have properly formatted audio files.

- Publishing digital books only \$250
- Publishing paperback books only \$250
- Publishing Large Print Book Paperback only \$250
- Publishing Large Print Book Hardcover only \$250
- Publishing hardcover books only \$250
- Publishing digital and paperback books \$325
- Publishing digital, paperback, and hard cover \$375
- Publishing digital, paperback, and hard cover, includes additional Print Large Print books (paperback and/or hardcover) (\$500)

For a book cover, prices may vary depending on the selection of type of book cover. (Digital Basic Book Covers (\$50-125), Digital and Print Standard Book covers (\$75-\$150). See examples at <https://essenceenterpriseus.com/graphic-designs>

Audiobook (Using ACX)

\$250 for authors who have audio files ready to be uploaded.

\$550 for authors who have audio files, but they need to be updated to meet ACX Specifications

\$200 to set up an audiobook for the author in ACX, but look for someone to be the narrator.



Promotions



NEW PROMO PACKAGE: RELEASE DATE EXTRA

This is a new promotional package for those who have an upcoming release date, and request a review. If you already have your release date review scheduled, you CAN still participate.

What you get for \$50 (including the standard tier)

Review posted on Amazon, Goodreads, Amy's Bookshelf Reviews & Podcast Website
(Standard)

Review shared on Facebook and X.com (Standard)

Extra: (Actual Value \$80)

Email Campaign about the BOOK from Amy's Bookshelf Reviews & Podcast Website The day
before the release

Email Campaign about the BOOK from Amy Shannon Enterprises Website
<https://essenceenterpriseau.com/> The day before the release

Today's Release Blog post on <https://essenceenterpriseau.com/> The day of the release

Book Spotlight Blog Post on Amy's Bookshelf Reviews & Podcast Website The day after the
release

If you wish to purchase this promotional package, you can email me and let me know. I'll invoice
you from PayPal or you can pay via Zelle or Venmo. (PayPal has a \$5 invoicing fee).

If you don't have a pending request, when you request your release date review, add "Release
Date Extra Package" to your request in the body of your email.



The Ultimate Promotion Package

Price: (Value \$735) Actual Package Price = \$450

- Podcast Appearance on a Spotlight Episode (58 minutes of conversation) (Value \$20)
- The segments below are what's on the show, and whatever one you select, it will be a 60-minute show. The last two minutes is my wrap up.
 - Conversation (Interviews) (Runs 1st, 3rd, 4th (and/or last) Sunday of the month at 6:00 PM and 6:30 PM EST/EDT)
 - Storytime for all Ages (runs the SECOND Sunday of the Month at 6:00 PM EST/EDT) [Childrens, Middle Grade, and YA authors]
 - True Crime Segment: Voices Behind the Crime: The People, The Pain, The Truth (runs FIRST Monday of the Month at 7:00 PM EST/EDT)
 - Spotlight Episode (one-hour special episode) [If you request it, it's a \$20 donation. If I suggest it, it's free]
 - In Memory of (Memorial) for any guest or literary professional who has passed away.
 - Voices Behind the Crime: The People, The Pain, The Truth
 - Conversations in Three Parts (Scheduled for 90 minutes, separated by 30 minutes and posted three consecutive weeks in a row,)
- Promotional Graphics - 8x10 portrait or 10x8 landscape graphic promoting your book (the one of your choice, or even a book series), a Square 5x5 for social media, and a banner promoting you as the author of your books. Each graphic will include (if you have one) a QR code for your website or social media site (whatever is best for you) and one for the individual book, the series page, or your Amazon Profile page. (Value \$35 per graphic)
- Book Trailer (created by AI and updated and edited by me) that runs for under 60 seconds. (Value \$45)
- Email Campaigns for 12 months. 1 per month on the 5th of the month on Amy's Bookshelf Reviews & Podcast (Value \$240)
- Email Campaigns for 12 months 1 per month on The Official Blog of Amy Shannon on the 25th of the month. (Value \$240)
- If your book has already been reviewed, it will be reposted on Amy's Bookshelf Reviews & Podcast (Value \$10). If it hasn't been reviewed yet, when it is posted, it will run on both blogs (Amy's Bookshelf Reviews & Podcast (Value \$0 and The Official Blog of Amy Shannon (Value \$10))



- On Amy's Bookshelf Reviews & Podcast, Author Spotlight for one Month (TBD which month) (Value \$20)
- On The Official Blog of Amy Shannon, an author spotlight blog post (Value \$20)
- On The Official Blog of Amy Shannon, an book spotlight blog post (Value \$25)





Celebrate your Bookversary

Celebrate the anniversary/birthday of your book. Whether you've written two books or five hundred, it is recommended that you also promote the books you've written in the past, and not just the one that was just released or will have an upcoming release.

Celebrate it's 5, 10, 15, 20 ... years anniversary/birthday of your book's release date.

\$50

- Three Email Campaigns in the month of the Book's anniversary/birthday (or you can spread it out the year, every 4 months and celebrate the year, not necessarily the month or date).
- 8x10 Advertisement (used for your promo purposes and for the email campaigns)
- A quote from the book, the book's description, where it can be bought, and its date of release.
- If it's part of a series, a list of books in the series?
- For an additional \$25, you can get a blog post, written by you about the book, its characters, and what inspired you to write it.



Email Campaigns Only

NOTE: EACH CAMPAIGN THAT IS RUN, GETS AN ADDITIONAL ONE RUN IN THE “ENDING MONTH OF THE CAMPAIGN” IN THE NEXT CALENDAR YEAR. (Ex. If your ending month is March 2027, then you get another onetime email campaign to run in March 2028).

Bundled Email Campaign (6 months) for a series of books, or those with at least one sequel, and up to 6 books and the entire series. \$10 per book after book 6.

\$300 for 6 months. Amy’s Bookshelf Reviews & Podcast.

\$450 6 months on both Amy’s Bookshelf Reviews & Podcast and Amy Shannon’s Enterprises website email campaigns

--discount or reduced pricing allowed on the Amy’s Bookshelf Reviews & Podcast--

Promotions included:

Graphic AD 8x10 for the entire book series.

Graphic AD 8x10 for most recent or upcoming release book.

The number of email campaigns that run during the month depend on the number of books.

Month 1 – Most recent book or upcoming release

Month 2 -Book(s) in series

Month 3 -Book(s) in series

Month 4 -Book(s) in series

Month 5– Most recent book or upcoming release

Month 6-Entire Series

Add-On Promotional Video \$55

Promotional Video for the book Series

Promotional video for the individual book (upcoming or recently published)

Durations: 3 Months on Amy’s Bookshelf Reviews & Podcast

- \$100 for once a month for three months



NEW: One additional post on January 1st of the upcoming year. (after the original posts have completed)

Durations: 3 months on Amy's Bookshelf Reviews & Podcast

- \$200 for twice a Month for three months

NEW: One additional post on the ending month of the following calendar year.

Duration: 6 months on Amy's Bookshelf Reviews & Podcast

- \$300 for once a month for six months

NEW: One additional post on the ending month of the following calendar year.

Durations: 3 Months on Amy's Bookshelf Reviews & Podcast and Amy Shannon Enterprises

- \$200 once a month for three months

NEW: One additional post on the ending month of the following calendar year.

Durations: 3 months on Amy's Bookshelf Reviews & Podcast and Amy Shannon Enterprises

- \$400 twice a month for three months

NEW: One additional post on the ending month of the following calendar year.

Durations: 6 months on Amy's Bookshelf Reviews & Podcast and Amy Shannon Enterprises

- \$600 once a month for six months

NEW: Two additional posts on the ending month of the following 2 calendar years. (after the original posts have completed)



Other Book Promotions

To get any of these promotions, email amysbookshelfreviews@gmail.com directly and ask for this promotion. Or you can ask for a customized promotion and mention your budget.

Facebook, X.com and LinkedIn

- \$10.00 X.com Post (Up to 4 posts, then \$3 for each extra post) (Amy's Bookshelf Reviews & Podcast account only)
- \$10.00 Facebook (Up to 4 posts, then \$3 for each extra post) (Amy's Bookshelf Reviews & Podcast account Only)
- \$10.00 LinkedIn (Up to 4 posts, then \$3 for each extra post) (Amy's Bookshelf Reviews & Podcast account Only)

“X” Bomb Promotions

6-Month Promotion (\$250) or 3-Month Promotion (\$150) *

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

X Bomb & Video Promotions

X Bomb

6-Month Promotion (\$300) or 3-Month Promotion (\$150) *

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

Video Review and Book Trailers

- Includes creation Book Promo or Book Trailer Videos that will be uploaded to YouTube and shared on the X accounts. (A book promo is a 10-15 second video promoting the



book, where the Book Trailer can run up to 40-50 seconds).

The Chapter and Verse Promotion

X Bomb

6-Month Promotion (\$500) or 3-Months (\$300) *

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

Blog Posts (1 per month)

- Book Spotlight Blog Post on The Official Blog of Amy Shannon and ABSRP
- Email Campaign on The Official Blog of Amy Shannon and ABSRP

NEW: One additional Email Campaign on the ending month of the following calendar year.

***Customized Packages now get a complete Promotion Plan:** This plan will detail every promotion that is put in the plan, the pricing, the dates, scheduling of promotions, and will include the Ads, graphics and/or promotional text. All graphic promotions have a QR Code instead or next to the URL for the book's selling site, or author's website, social media, or profile page. All graphics and QR codes are given to the author for no extra charge. Email Amy's Bookshelf Reviews & Podcast for a customized package that is created based on the author promotions listed (and maybe a few extras). Amy's Bookshelf Reviews & Podcast will work within an author's budget and create a package that will work for the author.

Media or press kits for authors or their book

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.

Prerelease Book Promotion

Minimum \$45 maximum \$75 (US)

This promotion includes:

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

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 Book Spotlight

Minimum \$5 maximum \$15 (US) per book title

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.

Copy my Review

\$5 (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 \$5per review.

Amy's Picks of the Month

\$15 (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 \$55.00 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.





The Official Blog of Amy Shannon Author Promotions

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

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://essenceenterpriseau.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 author 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.



Lifetime (Amy's Bookshelf Reviews & Podcast) Passes

Lifetime Plus Pass (\$75)

\$0 Review

Reviews posted on: (Only if the book is listed on a particular site)

- Barnes and Noble
- Goodreads
- Kobo/Walmart
- Publisher's Website
- Amazon.com
- Amy's Bookshelf Reviews website

Reviews Shared on:

- Amy's Bookshelf Reviews Facebook page <https://www.facebook.com/bookshelfreviews>
- Amy's Bookshelf Reviews X account (@ABSR_amyreviews)

Author Promotions

- Home Page Book Spotlight <https://amysbookshelfreviews.com/>
- Amy's Pick of the Month <https://amysbookshelfreviews.com/>
- Book Spotlight Blog Post on The Official Blog of Amy Shannon <https://essencecenterpriseus.com/amy-shannons-blog>
- Email Campaign for the Book Title <https://amysbookshelfreviews.com/>
- Blog Post Promotion for the Book Title. <https://amysbookshelfreviews.com/>

Lifetime Plus+ Pass (\$125)

Plus+ Details

\$0 Review

Reviews posted on: (Only if the book is listed on a particular site)



- Barnes and Noble
- Goodreads
- Kobo/Walmart
- Publisher's Website
- Amazon.com
- Amy's Bookshelf Reviews website <https://amysbookshelfreviews.com/>

Reviews Shared on:

- Amy's Bookshelf Reviews Facebook page <https://www.facebook.com/bookshelfreviews>
- Amy's Bookshelf Reviews X account (@ABSR_amyreviews)

Author Promotions

- Home Page Book Spotlight <https://amysbookshelfreviews.com/>
- Amy's Pick of the Month <https://amysbookshelfreviews.com/>
- Book Spotlight Blog Post on The Official Blog of Amy Shannon <https://essenceenterpriseus.com/amy-shannons-blog>
- Email Campaign for the Book Title <https://amysbookshelfreviews.com/>
- Blog Post Promotion for the Book Title. <https://amysbookshelfreviews.com/>

Lifetime Legacy Plus+

Plus+ additional options

- Author can request a review and have it posted within 30 DAYS of the request (This is NOT for RELEASE DATE REVIEWS)
- Author's book(s) can be placed on the new Best of Hidden Gems on Amy Shannon Enterprises website (previously Essence Enterprises) <https://essenceenterpriseus.com/best-of-hidden-gems>
- Copy of the review from Amy's Bookshelf Reviews & Podcast will be put on the on Official Blog of Amy Shannon. <https://essenceenterpriseus.com/amy-shannons-blog>



Payments

Payment for editing and other document services:

PayPal invoice. You will be invoiced from Essence Enterprises. The entire price will be billed, but the invoice will allow for partial payments. Half payment is due upfront; the rest when the first editing process is complete. There is also a 3.9% PayPal invoicing fee.

However, if you wish to make a payment another way, such as Zelle or Venmo, let me know and I'll provide that information.

Payment for promotions:

PayPal Invoice. You will be invoiced by Amy Shannon Enterprises. The entire price will be billed. Full payment is due upfront. There is also a 3.9% PayPal invoicing fee.

However, if you wish to make a payment another way, such as Zelle or Venmo, let me know and I'll provide that information.