

Amy's Bookshelf Reviews
Author Promotions Media Kit



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

Media Kit Copyright ©Amy's Bookshelf Reviews 2023

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).

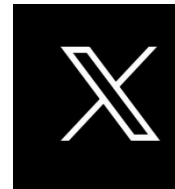
Amy's Bookshelf Reviews also accepts Venmo, Zelle, and CashApp for donations or payments.

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



Payments can be made via PayPal (donation, direct transfer from another PayPal account, invoicing), Venmo, CashApp and Zelle.

Other Book Promotions

To get any of these promotions, email amysbookshelfreviews@gmail.com directly and ask for this promotion.

Social Media

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

“X” Bomb Promotions

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

- Includes X promotions on four 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>
- <https://X.com.com/LiterateLyMag> (This is until the Magazine's final issue at the end of 2025.)

X Bomb & Video Promotions

X Bomb

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

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

Video Review and Book Trailers

- Includes creation of Book Review Video and Book Trailer Videos that will be uploaded

to YouTube and shared on the four X accounts.

The Chapter and Verse Promotion

X Bomb

6-Month Promotion (\$500) or 3-Months (\$350) *

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

Video Review and Book Trailers

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

Blog Posts (1 per month)

- Book Spotlight Blog Post on The Official Blog of Amy Shannon

***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. If the author orders a video or audio promotion, it is only \$20 to get a copy of the actual video or audio file. Email Amy's Bookshelf Reviews for a customized package that is created based on the author promotions listed (and maybe a few extras). Amy's Bookshelf Reviews 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.

Advertise your book's Sale or Giveaway

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

QTY – 1 \$10 Email Campaign Post Announcement *

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

Market Strategy:

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

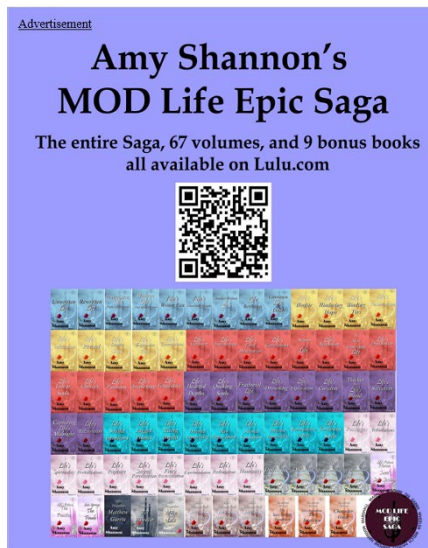
Have an 8x10 (Portrait) Ad created, use it for promos or media kit. (or landscape (10x8))

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](#))



Prerelease Book Promotion

Minimum \$45 maximum \$75 (US)

This promotion includes:

- 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)
- 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.
- 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.

Today's Release Promotion

\$10 (US)

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

<https://essenceenterpriseau.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.

FEATURED REVIEW AND BOOK PROMO VIDEO

(Featured Review YouTube #FRYT)

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

YouTube ONLY Standard Video Review

Minimum \$25 Maximum \$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 X.com
- All new video reviews will be added to the "[Featured Video](#)" page

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

YouTube ONLY Standard Audiobook Video Review

Minimum \$25 Maximum \$40 (US)

About:

- Text of review, video images (that fit with the book's genre), including title, book cover and author's name, and where to purchase the book. (Or the option of Amy discussing your book and reading the review).
- Videos Uploaded to Amy's Bookshelf Reviews YouTube Channel. Shared on Amy's Bookshelf Reviews Facebook page, and X.com
- All new video reviews will be added to the "[Featured Video](#)" page\$
- (When available) a sample of the audiobook plays in the video).

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

YouTube ONLY Standard Video Promotion

Minimum \$25 Maximum \$40 (US)

About:

- Tag line, book description, video images (that fit with the book's genre), 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 X.com
- All new video reviews will be added to the "[Featured Video](#)" page

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

YouTube ONLY Standard Audiobook Video Promotion

Minimum \$25 Maximum \$40 (US)

About:

- Tag line, book description, video images (that fit with the book's genre), 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 X.com
- All new video reviews will be added to the "[Featured Video](#)" page
- (When available) a sample of the audiobook plays in the video.

Amy's Bookshelf Reviews 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.
- 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

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://essenceenterpriseus.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://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 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.
- Besides 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 bimonthly literary magazine that allows author contributors, advertising, and information and education for authors.
<https://essenceenterpriseus.com/literate-ly-magazine>.