

PACKAGE 1: Essential Visibility Foundation – \$350 - \$570

Ideal for authors seeking to establish credible visibility, initial discoverability, and measurable sales traction.

1. Amazon Follow List Growth

Why it matters:

Amazon’s algorithm rewards authors with strong follower bases. A high number of followers increases the likelihood your book appears in “Recommended For You” lists and category suggestions, generating organic visibility.

Tactical Action:

Curated outreach to readers who engage with global development, finance, economics, and leadership books.

Funnel high-intent readers to your Amazon Author Page.

Keyword-focused positioning to attract the right audience.

ROI & Impact:

More followers → higher algorithmic relevance.

Increased profile visits and book page engagement.

Direct lift in organic sales and long-term audience growth.

2. Goodreads Listopia Placement

Why it matters:

Goodreads is the largest global reader community. Listopia placements establish credibility and attract serious readers actively searching for books like yours.

Tactical Action:

Placement in high-traffic, thematic Listopia lists.

Strategic engagement to improve list ranking.

Integration of your book into active development-focused groups.

ROI & Impact:

Increased “to-read” saves and shelf additions.

Enhanced credibility among serious readers.

Organic traffic boost → measurable sales increase.

3. Verified Review Outreach

Why it matters:

Verified reviews are critical for establishing trust and improving your Amazon ranking, which directly influences potential buyers' decisions.

Tactical Action:

Ethical outreach to professionals, academics, and enthusiasts aligned with your book's themes.

Placement in reading groups and online communities.

Structured follow-ups to maintain a consistent review flow.

ROI & Impact:

Improved category ranking → greater discoverability.

Increased reader trust → higher conversion rates.

Strong foundation for ongoing organic review growth.

4. Author Page Optimization

Why it matters:

A polished author page reinforces credibility and converts casual visitors into buyers.

Tactical Action:

Refinement of bio highlighting expertise and global impact.

Layout optimization and high-quality images.

Alignment with top-performing nonfiction authors for professional consistency.

ROI & Impact:

Increased reader confidence → higher purchase likelihood.

Enhanced professional image → improved overall brand presence.

5. Foundational Global Discovery

Why it matters:

Books with global relevance need international visibility to maximize impact and reach diverse audiences.

Tactical Action:

Targeted campaigns in Asia, Africa, Europe, and MENA regions.

Integration into development and finance-focused online communities.

Exposure to new readership segments for early traction.

ROI & Impact:

Expanded geographic reach → diversified readership.

Early momentum in international markets → sustainable sales growth.

Foundation for long-term global presence.

PACKAGE 2: Strategic Growth & Global Audience Expansion – \$570 - \$950

Balanced, high-impact campaign for sustained visibility, audience growth, and international reach.

Includes all Package 1 services, plus:

6. Kindle Thumbnail Optimization

Why it matters:

Your book cover is the first interaction a reader has. Optimizing thumbnails increases click-through rates and overall conversion.

Tactical Action:

Analyze clarity across Kindle, mobile, and desktop devices.

Enhance typography, contrast, and visual appeal.

Benchmark against category best-sellers to ensure competitive edge.

ROI & Impact:

Higher click-through rate → more product page visits.

Increased sales conversion and early purchase decisions.

Improved overall first-impression credibility.

7. Advanced Audience Targeting

Why it matters:

Reaching the right readers ensures your book reaches those who value it most, maximizing engagement and conversion.

Tactical Action:

Identify and segment high-intent audiences by profession, interest, and global relevance.

Outreach to followers of similar authors and thought leaders.

Integration into online professional communities and niche groups.

ROI & Impact:

Higher sales conversion from targeted audience.

Enhanced credibility within key professional circles.

Long-term audience engagement and repeat readership.

8. Goodreads Community Engagement

Why it matters:

Active engagement on Goodreads builds organic visibility and social proof, encouraging discovery and adoption.

Tactical Action:

Participate in thematic discussions.

Integrate your book into conversations about global development, finance, and policy.

Encourage readers to share and save your book organically.

ROI & Impact:

Increased “to-read” saves and reviews.

Boosted book visibility and ranking.

Sustainable, long-term discovery and audience growth.

9. Thought-Leadership Positioning

Why it matters:

Highlighting your expertise elevates your credibility and positions you as a respected voice in global development and finance.

Tactical Action:

Craft strategic messaging showcasing your 40+ years of experience.

Refine narrative across all platforms.

Integrate key insights into marketing campaigns.

ROI & Impact:

Stronger trust and authority → higher sales potential.

Expanded professional recognition and influence.

Enhanced author brand positioning for long-term impact.

10. Mid-Tier International Penetration Strategy

Why it matters:

Targeted international exposure increases reach and positions your book in front of highly relevant global readers.

Tactical Action:

Regional campaigns in Asia, Africa, and MENA markets.

Engagement with international development networks and professional groups.

Cross-border awareness campaigns.

ROI & Impact:

Expanded international sales → broader revenue base.

Stronger global recognition → more opportunities for visibility.

Sustainable growth in diverse markets.

11. Verified Review Outreach

ROI & Impact:

Higher algorithmic ranking → increased organic visibility.

Strong credibility → more conversions.

Establishes long-term momentum for continuous sales growth.

PACKAGE 3: Premium Global Influence & Authority Leadership – \$950 - \$2050

Full-scale, high-impact strategy for maximum global visibility, authority, and sustainable sales.

Includes all services from Packages 1 & 2

12. High-Precision International Audience Segmentation

Why it matters:

Ensures your book reaches high-intent readers globally, maximizing relevance and purchase likelihood.

Tactical Action:

Segment audiences by geography, profession, and reading interests.

Customize campaigns for each segment.

Monitor engagement to adjust targeting dynamically.

ROI & Impact:

Maximum audience relevance → highest conversion potential.

Strengthened international presence → long-term sales growth.

Improved engagement with professionals and key readers.

13. Thought-Leadership Amplification

Why it matters:

Transforms your book into a reference point, elevating your global authority.

Tactical Action:

Create content snippets highlighting expertise.

Distribute insights through professional networks and communities.

Leverage your unique experience in global development for brand positioning.

ROI & Impact:

Increased recognition → more organic sales.

Stronger credibility → higher professional influence.

Long-term authority → consistent reader trust.

14. Intellectual & Professional Content Placement

Why it matters:

Strategic placements increase professional visibility, generate discussions, and boost authority.

Tactical Action:

Position content in development finance and global policy communities.

Integrate book insights in forums and discussions.

Highlight thought-leadership across social and professional channels.

ROI & Impact:

Elevated credibility → more reader engagement.

Organic exposure → sales growth and professional reputation.

Ripple effect → long-term impact across target audiences.

15. Verified Review Outreach

ROI & Impact:

Maximum algorithmic ranking → top visibility.

Highest credibility → stronger reader trust.

Accelerated, sustained global sales momentum.

16. Dedicated Dashboard & Priority Support

Why it matters:

Real-time transparency ensures confidence, accountability, and professional oversight.

Tactical Action:

Full campaign metrics dashboard.

Priority support for urgent queries and updates.

Continuous monitoring and optimization.

ROI & Impact:

Complete visibility of campaign progress.

Smooth collaboration → faster results.

Optimized outcomes → measurable growth and impact.

Outcome:

Commanding global visibility, significant influence in your field, maximum reach across continents, and a strong, lasting boost in sales and long-term authority.