



Create Real Exposure For Your Work!

One factor will always determine the success or failure of your work: **EXPOSURE**.

You must **continuously** put your work in front of a large number of members of the book buying public.

A Google search for 'author radio' returns hundreds of millions of pages, and **The Authors Show always enjoys top ranking in the Google index**. Take advantage of this top exposure *on an ongoing basis* by selecting one of the plans in our optional Book Marketing Program.

*There is no better way to do it than The Authors Show.
Capitalize on this opportunity!*

2015 – THE AUTHORS SHOW *(radio)* **Book Marketing Program (BMP)**

Effective June 15, 2015

The Authors Show is also the Home of
[50 Great Writers You Should Be Reading](#) and [TheAuthorsMarketingPowerHouse.com](#)

BASIC PLAN - FREE

- One up to 15 min. interview on **The Authors Show** with show hosts Danielle Hampson, Don McCauley or Linda Thompson;
- Interviews are pre-recorded, professionally edited and broadcast on [The Authors Show](#) website for 24hrs;
- Guest book photo and *(optional)* headshot are shown on the show web page with a book synopsis;
- Announcements of interview broadcasts with the author's names are posted on The Authors Show pages on various social media platforms;
- Each show is accessible via an internet connection, locally, nationally and around the world.

*A truly effective marketing program must always reflect current trends.
An interview tells a story in a dynamic and interactive manner. It is one of the preferred delivery methods
for conveying a message and gaining market exposure*



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SEE BELOW DETAILS IN OUR **BOOK MARKETING PROGRAM (BMP)**

Starter Plan - \$99

- **MP3 COPY:** you receive a copy of your **professionally edited** interview as it was broadcast on the show page in a mp3 file format (*podcast*), with the licensing right to post it on your website, use it in your blog, RSS feed, and on social media platforms.

Bronze Plan - \$195

- **MP3 COPY:** you receive a copy of your **professionally edited** interview as it was broadcast on the show page in a mp3 file format (*podcast*), with the licensing right to post it on your website, use it in your blog, RSS feed, and on social media platforms;
- **ARCHIVING:** your interview is archived for 6 months in the media player on our show, for on-demand listening 24/7.

Silver Plan - \$295

- **MP3 COPY:** you receive a copy of your **professionally edited** interview as it was broadcast on the show page in a mp3 file format (*podcast*), with the licensing right to post it on your website, use it in your blog, RSS feed, and on social media platforms;
- **ARCHIVING:** your interview is archived for 6 months in the media player on our show, for on-demand listening 24/7;
- **FEATURED REBROADCAST:** once per month during the 6 months archiving, your interview will be showcased in a featured rebroadcast for 24 hours;
- **DAILY MARKETING OUTREACH & WEEKLY PUBLICITY:** with each featured rebroadcast you automatically benefit from the added exposure created through the **daily** outreach we conduct behind the scene to promote the show and its author guests, and with each featured rebroadcast your name is also included in our weekly publicity outreach to search engines, journalists, social media and bloggers;

Gold Plan - \$395

- **MP3 COPY:** you receive a copy of your **professionally edited** interview in a mp3 file format (*podcast*) with the original "commercial ending" edited out and replaced with a call to action to help promote you and your work, and with the licensing right to post it on your website, use it in your blog, RSS feed, and on social media platforms;
- **ARCHIVING:** your interview is archived **for 12 months** in the media player on our show, for on-demand listening 24/7;



Create Real Exposure For Your Work!

- **FEATURED REBROADCAST:** during the **12 months** archiving your interview is periodically featured in a rebroadcast either randomly during the week for 24 hours, or for full weekends (*3 days Fri-Sat-Sun*);
- **DAILY MARKETING OUTREACH & WEEKLY PUBLICITY:** with each featured rebroadcast you automatically benefit from the added exposure created through the **daily** outreach we conduct behind the scene to promote the show and its author guests, and with each featured rebroadcast your name is also included in our weekly publicity outreach to search engines, journalists, social media and bloggers;
- **VIDEO:** [click here to view sample](#) - you receive a copy of your radio interview in a **VIDEO FORMAT** (a \$295 value) with the licensing right to post it on your website, use it in your blog, RSS feed, and on social media platforms. You also have the option to email us images/photos relating to your book and your interview so that we may incorporate them in the video file;
- **NEW!!!! MEDIA AND SOCIAL MEDIA PLATFORM PACKAGE:**
 1. **SUPPLEMENTAL MEDIA PLATFORM ARCHIVING:** in addition to being archived on The Authors Show website, your interview is also archived for 12 months on several other media platforms for on-demand listening 24/7. These platforms are available to us through various subscriptions we purchase;
 2. **LINKEDIN/TWITTER/FACEBOOK:** we connect with you on the platform(s) where you can be found;
 3. **PINTEREST:** we post a copy of your book cover on our Pinterest page;
 4. **YOUTUBE ARCHIVING:** your new interview video file is posted on The Authors Show YouTube channel for 12 months for on-demand viewing 24/7;
- **DEDICATED WEB PAGE:** your interview is featured for 12 months on a page dedicated to your interview only. The page includes your headshot (*optional*) and/or a book cover photo (*you supply files in jpg, png or eps format*), any text you want to add to that page (*you supply the text*), and a link back to your own website. A link to your dedicated page is added to a menu on multiple pages on our website for easy access, and it is also added on our Broadcast Schedule page in the Archived Author Interview section. We will also give you a link to your dedicated page to add to your own website;.
- **BOOK SLIDER:** (a \$120 value): your book cover hyperlinked to your website runs continuously for 12 months on multiple pages of our website;
- **BOOK CAROUSEL:** (a \$120 value) your book cover hyperlinked to your website runs continuously for 12 months multiple pages of our website;

NOTE: When you choose to enter our annual contest "50 Great Writers You Should Be Reading" the contest entry fee will be waived (a \$59 savings). See 50GreatWritersYouShouldBeReading.com.

Platinum Plan - \$995

- **MP3 COPY:** you receive a copy of your **professionally edited** interview in a mp3 file format (*podcast*) with the original "commercial ending" edited out and replaced with a call to action to help promote you and your work, and with the licensing right to post it on your website, use it in your blog, RSS feed, and on social media platforms;
- **ARCHIVING:** your interview is archived **for 12 months** in the media player on our show, for on-demand listening 24/7;



Create Real Exposure For Your Work!

- **FEATURED REBROADCAST:** during the **12 months** archiving your interview is periodically featured in a rebroadcast either randomly during the week for 24 hours, or for full weekends (*3 days Fri-Sat-Sun*);
 - **DAILY MARKETING OUTREACH & WEEKLY PUBLICITY:** with each featured rebroadcast you automatically benefit from the added exposure created through the **daily** outreach we conduct behind the scene to promote the show and its author guests, and with each featured rebroadcast your name is also included in our weekly publicity outreach to search engines, journalists, social media and bloggers;
 - **VIDEO:** [click here to view sample](#) - you receive a copy of your radio interview in a **VIDEO FORMAT** (a \$295 value) with the licensing right to post it on your website, use it in your blog, RSS feed, and on social media platforms. You also have the option to email us images/photos relating to your book and your interview so that we may incorporate them in the video file;
 - **NEW!!!!! MEDIA AND SOCIAL MEDIA PLATFORM PACKAGE:**
 5. **SUPPLEMENTAL MEDIA PLATFORM ARCHIVING:** in addition to being archived on The Authors Show website, your interview is also archived for 12 months on several other media platforms for on-demand listening 24/7. These platforms are available to us through various subscriptions purchased by our show;
 6. **LINKEDIN/TWITTER/FACEBOOK:** we connect with you on the platform(s) where you can be found;
 7. **PINTEREST:** we post a copy of your book cover on our Pinterest page;
 8. **YOUTUBE ARCHIVING:** your new interview video file is posted on The Authors Show YouTube channel for 12 months for on-demand viewing 24/7;
 - **DEDICATED WEB PAGE:** your interview is featured for 12 months on a page dedicated to your interview only. The page includes your headshot (*optional*) and/or a book cover photo (*you supply files in jpg, png or eps format*), any text you want to add to that page (*you supply the text*), and a link back to your own website. A link to your dedicated page is added to a menu on multiple pages on our website for easy access, and it is also added on our Broadcast Schedule page in the Archived Author Interview section. We will also give you a link to your dedicated page to add to your own website;.
 - **BOOK SLIDER + BOOK CAROUSEL:** (a \$240 value): your book cover hyperlinked to your website runs continuously for 12 months on multiple pages of our website;
- !!Below items may be substituted with multiple MultiMedia Releases!! – Ask for details**
- **BOOK MARKETING WEBSITE:** (a \$750 value) we create a professional book marketing website that includes Search Engine Optimization designed to draw targeted book buyers to your site; [click here to view sample](#)
 - **INTERNET BLOGGER REVIEWS:** (a \$250 value) a book review outreach to bloggers;
 - **MANUSCRIPT DIGITAL CONVERSION:** (a \$250 value) we convert your book to the Kindle and ePub digital reading formats;
 - **AMAZON PAGE OPTIMIZATION:** (a \$195 value) because getting your Amazon page properly optimized is key to getting your book noticed, this benefit will give you an edge over the countless books already available on Amazon;

NOTE: When you choose to enter our annual contest “50 Great Writers You Should Be Reading” the contest entry fee will be waived (a \$59 savings). See 50GreatWritersYouShouldBeReading.com.

Total value of the Platinum plan: \$2,500+



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Query Letter Option:

A professionally written query letter package is sent to 500 agents and publishers!

Add \$99 when also selecting the query letter (*this option available only for Gold and Platinum plans*)

HOW TO ORDER

1- Email danielle@theauthorsshow.com indicating the plan you have selected. An invoice will then be issued via PayPal, our payment processor. Payments can be done via credit card or a PayPal account. **PayPal also offers a no interest 6-months payment plan.** Visit PayPal.com for details on their offer;

Or

2- Order and pay directly at TheAuthorsShowStore.com

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