

# BOOK LAUNCH PROPOSAL



VICTORIAEASTERWILSON.COM  
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# Working WITH US

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**Books have shaped us**

**And we believe in the power of books to shape others.**

**As your book launch managers, we consider it a privilege to work with authors who make a real impact with their words. We want to see high quality content spreading far and wide!**

**We bring a fresh sense of warmth, creativity, and an open-mindedness that keep projects moving forward. Our past clients will tell you we are enthusiastic, motivated, and offer creative solutions.**

**We have a combined nine years of online marketing experience - and three children! - between us. That means we're not afraid to get messy, improvise, and find great joy in the little things.**

**Our combined efforts provide book launch and other marketing services to our favorite top Christian publishers and online businesses.**

***- Ben & Victoria***

# Working WITH US

**We go together like, well, everything amazing that goes together! We've got a knack for putting our heads together to create smart solutions that get results.**



## **VICTORIA (ENFP)**

- Articulate and engaging writing style
- Creative thinker and problem-solver who enjoys a challenge
- Adapts to new technologies quickly
- Experienced in B2B and B2C communication through a variety of media
- Personable and friendly demeanor with an eagerness to work and learn



## **BEN (ISTP)**

- Ability to spot problems in systems and craft solutions
- Enjoys learning new skills and adapts quickly to gained knowledge
- Highly detail oriented and task focused
- Systematic thought processor who considers all angles
- Empathy for people and strong counseling sensibilities

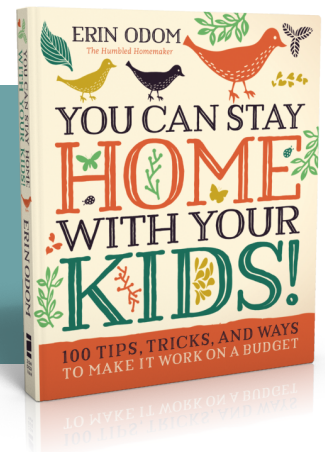
# REFERENCES

***"Victoria was thorough, professional, and enthusiastic. I would use her again in a heartbeat!"***



## **ERIN ODOM**

author of *More Than Just Making It*,  
*You Can Stay Home With Your Kids*, and  
creator of [thehumbledhomemaker.com](http://thehumbledhomemaker.com)



## **KAYLA AIMEE**

author of *In Bloom*, *Anchored*,  
and blogger at [kaylaaimee.com](http://kaylaaimee.com)



## ***Publishers We've Worked With***





# BASIC LAUNCH PACKAGE

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## Manage Launch Team Community

- Keep the launch group engaged during the pre-launch period
- Lead virtual book club to familiarize team with book message
- Troubleshoot problems and provide admin support
- Assign sharing tasks to launch team members & followup
- Prompt team to write reviews

## Coordinate Special Promotions

- Run pre-planned promotions, such as themed giveaways
- Brainstorm unique ways to promote the book

## Launch Week Support

- Launch Week support of the author and publishing team
- Create excitement and action in the launch group
- Promote and encourage Amazon reviews

**FEE: \$1,000**

# PRO LAUNCH PACKAGE

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## Manage Launch Team Community

- Keep the launch group engaged during the pre-launch period
- Lead virtual book club to familiarize team with book message
- Troubleshoot problems and provide admin support
- Assign sharing tasks to launch team members & followup
- Prompt team to write reviews

## Coordinate Special Promotions

- Create a packet of basic promotional book graphics for social media
- Run special promotions, such as themed giveaways
- Brainstorm unique ways to promote the book

## Launch Week Support

- Launch Week support of the author and publishing team
- Create excitement and action in the launch group
- Promote and encourage Amazon reviews
- Host virtual Launch Day event

## Various Support Tasks, as Required

- We understand that online marketing can often require quick action in a crisis! With past experience in the virtual assistant space, we are happy to wrangle any jobs – great or small – that crop up as your launch goes along.

**FEE: \$1,600**



*Didn't see an option  
that fits your needs?*

Our goal is to meet you where you are and provide excellent service.  
If these two packages aren't quite what you're looking for, please

**INQUIRE FOR A CUSTOM QUOTE.**

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**Thank you!**  
*- The Wilsons*