

WRITING, MARKETING, & SELLING BOOKS

*HELPING YOU
CREATE AND SELL
REMARKABLE BOOKS*

WH

The Wayne Hastings Company, LLC

WELCOME

Congratulations! You have an idea for a book, and you're ready to publish your thoughts. But how? And once you do, how will you get readers?

We're Here to Help!



The Wayne Hastings Company offers support services that are designed to help you, the author, develop, publish, and market your book.

Let's start with the end in mind. How can you take your message to a broader audience, grow your platform, make some money, and generate interest so readers ask for your next book?

The **first key** to your book's success is the book itself.

The Wayne Hastings Company has you covered with a host of pre-publication, writing, editorial, design and manufacture services for your project. From concept to creation we have you covered!

The **second important key** to any book's success is **YOU**.

Years of publishing experience confirm the author is the driving force behind your book's success.

Why?

- Only you have the passion to tell *your* story about *your* book.
- Only you have connections to the readers who will pick up and buy your book.
- Only you have the relationships to important affinity groups where readers hang out.
- Only you have the email list and social media presence and credibility to talk about and ultimately sell your book.

We can help! We will assist you in coordinating your passion with proven sales and marketing strategies and tactics to help you find readers and sell books. From author website development to social and traditional media and more, your book marketing can begin as you are writing and carry on through your project's release and far beyond.

The Wayne Hastings Company specializes in understanding the journey from idea to marketplace.

In addition to helping you develop, edit, and publish your book, we can work with you to develop pre-publication, launch and post-launch marketing strategies. These will help your book and your brand become better known through search, social media, email and other specific marketing tactics.

The following pages will explain some of the services we offer and provide estimated fees¹. In addition to these, we can create a custom marketing and editorial plan that fits your specific needs. Whatever you choose, we're here to help you and your book.



The Wayne Hastings Company, LLC

¹ Actual cost may change once project elements are finalized or negotiated. Client will be notified of any changes in cost prior to them being incurred.

MARKETING SERVICES

Our marketing services will provide you, your project, or your business with marketing strategy, support, and execution that will serve to improve your book sales and your author brand. You select from our menu of options or allow us to create a customized marketing plan for you. Our primary goal is helping you sell books and expand your reach.

Our philosophy is quite simple. We want you and your book to be exposed to as many potential readers as possible. Our company uses several strategies to help you gather, develop and retain loyal readers who will purchase not just your current book, but future projects as they are published.

PRE-LAUNCH MARKETING

Book Marketing Strategy

An author or publisher can't start the marketing process too soon. We will develop a comprehensive marketing strategy for your book that will include pre-launch, launch, and post-launch strategies and tactics that will help you sell books, build your platform, and gain loyal readers who will not only recommend this book, but eagerly await your next one.

Book Marketing Copy Assistance

One of the best marketing investments an author can make is effective marketing copy for the back cover and Amazon listing. Good copy is used repeatedly on social media sites and book reviews.

Book Metadata Assistance

The pervasion of online retail mandates accurate and thorough metadata. Book metadata includes a book's category and genre, but more importantly keywords as associated with your book, your book description and other important data points.

Press Release Distribution

The Wayne Hastings Company works alongside a number of qualified public relations firms who will assist us in developing an effective plan for not only press releases, but also any publicity needs.

SOCIAL MEDIA AND INTERNET-BASED MARKETING

Author Website

A website is home base for your marketing campaign. You need a website that is brand-focused and easily navigated, offering readers an easy way to stay connected with you while building a community of fans. If you currently have a website, we will perform a full review and offer suggestions for improvement. If not, we will work with a selected website developer to create the best site for your budget and marketing goals. Actual pricing will be determined based upon final selections.

Website Content Development

Our company will develop web-specific content for blogs or sharable content for new visitors.

Social Media Strategy

We can develop specific social media pre-launch, launch, and post-launch strategies to capture target market readers, provide them an opportunity to join your web community, purchase your book, and spread the word.

Social Media Execution

Let us do the work for you so you can write. We'll make maximum use of social media platforms to excite readers, bring them to your webpage, and secure emails for future promotions and communications. Minimum three-month commitment required.

Blog Campaign Articles

We can develop specific blog campaign content for you. We will use your ideas and content to develop blogs that attract readers to your website and products.



The Wayne Hastings Company, LLC



EMAIL MARKETING

Email Strategy Development

We will help you develop an email strategy that will keep your readers informed and interested in your brand as you develop new projects.

Email Strategy Execution

Let us do the work for you so you can write. We'll make maximum use of your email to excite readers and keep them informed. Minimum three-month commitment required.

OTHER SERVICES

Marketing Coaching

\$450 per month (includes 3 phone or SKYPE calls per month and unlimited email questions). Many of the world's most successful people — from athletes to business people — have coaches to help accelerate their success. Our coaching solution will help you find direction, keep your focus, increase your confidence and bolster your creativity. We're behind the scenes with many years experience to serve and mentor you as an author.



The Wayne Hastings Company, LLC

EDITORIAL SERVICES

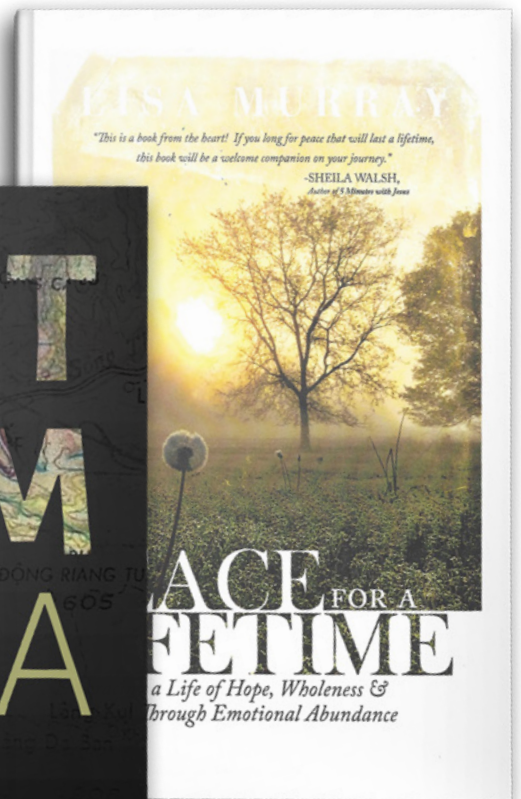
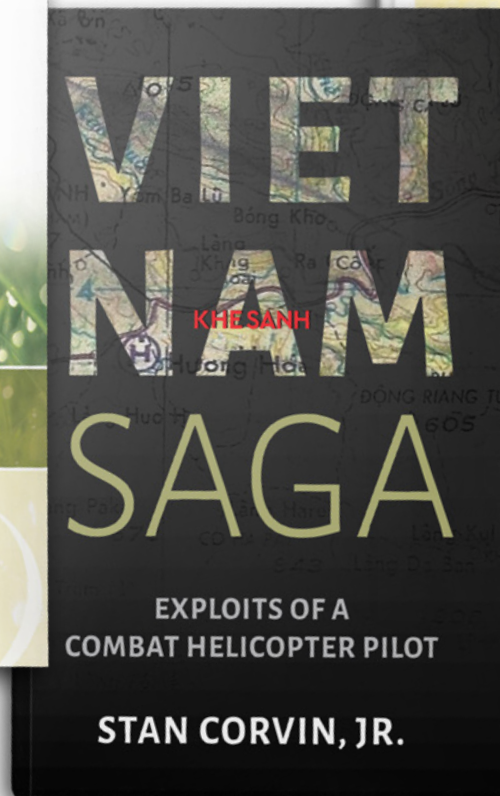
WITH OVER THIRTY YEARS OF EXPERIENCE as a book and Bible publisher, The Wayne Hastings Co. offers every author a host of editorial services including developmental editing, copyediting, design, typesetting, and proofreading services, as well as manuscript assessments. Our team of professionals are skilled at what they do, and no decisions are made without your input and approval. It's your book, we are here to help it shine.

Service	Fee	Comments
Manuscript Review	\$350	Fee includes review and written overview with recommendations.
Book Proposal Development	\$500	Fee includes coaching support and two rounds of editing/refinement of your book proposal.
Product Development Consulting	\$150/hour	Many times authors need someone with publishing experience to help them through the idea and creative process. We're here to help you develop your next book.
Self-Publishing Project Management	Negotiated contractual relationship	Let us help you publish. We can take away any headaches so you can focus on your marketing and writing your next book. Any fees for design, typesetting, graphics or cover will be billed separately.
Content Editing	\$75/hour	Fee includes two rounds of edits, clarifying questions, and some copyediting.
Proofreading	\$55/hour (estimate)	It's critical that your book be as error free as possible. We employ a team of professionals who will make certain your book reflects quality.
Ghostwriting	Negotiated	Partnering with you, we can take your ideas, notes, speeches and develop a turn-key book for you.
Blog Writing	Negotiated	Consistent posting to a blog is an essential marketing tool for every author. Using your content, we can develop regular blog posts that will help you stay connected with your readers and expand your audience.
Editorial Coaching	\$450 per month (includes 3 phone or SKYPE calls per month, unlimited email questions).	Many of the world's most successful people — from athletes to business people — have coaches to help accelerate their success. Our coaching solution will help you find direction, keep your focus, increase your confidence and bolster your creativity. We're behind the scenes with many years experience to serve and mentor you as an author.

READY TO GET STARTED?

Schedule a free consultation
today by contacting

info@waynehastings.com



WH

The Wayne Hastings Company, LLC