

# Shark Marketing

Service Menu 2011

## WELCOME TO SHARK MARKETING... WHERE WRITERS WIN!

Because we all know writing is an art, but writing is also a business, and we're here to help you with the practical aspects, from concept to promotion of your finished piece. It's time to build recognition for yourself and enhance your profile!

We understand the journey you take from those first ideas to your written words... and on through to your ultimate success. We help you steer through the rough seas, offering you strategic business savvy -- without sacrificing the time and attention you need to dedicate to the artist.

***Our mission: To empower you to create a feeding frenzy of interest in you and your writing career!***

We work with a variety of artists, from aspiring talents just digging into their first book, to established authors looking to simply sell more books. We then tailor a program to increase your visibility and popularity, and maximize your book sales.

How? We cut through the murky depths of today's ocean of opportunities by integrating traditional marketing and PR with

social media, engaging websites, blogs and enhanced blog visibility, professional media training and more. Our team helps you create your own solid platform on which to build a broader audience. Then we equip you with the tools you need to make the connections that translate to sales and success.

We deliver decades of experience, ready to be put to work for you. But more important, because every member of our crew genuinely LOVES writers, writing, readers and books, we pursue our passions -- and yours -- vigorously!

We'll seamlessly guide you through your project analysis and goals, work with you to develop a strategic plan that fits your schedule, and help you accomplish your blueprint with precise execution and meticulous follow through.

We're ready to work for you -- with the passion, purpose and perseverance that have marked our continued success!

***Let's get started...***



## STARTERS

Thirty-minute consultation to assess your needs, goals and end game for you as an author and your book(s) project. We'll ask you a number of questions to learn about you and your writing project(s). Then we'll suggest a plan of attack to work within your budget and your time frame, whether that's starting today, or six months from now, without obligation.

Fee : No Cost.



## FIRST COURSE

### I. Complete Website/Blog Package

This all-inclusive package allows for writing, design and implementation of your very own customized, polished author website that includes all the ingredients you'll need to promote yourself as a successful writer!

Our complete package includes:

**A.** Set-up and customization of domain name, hosting account, email account, custom website theme, blog set-up, matching Twitter background design and free FaceBook image. Pages to include: HOME / AUTHOR BIO / ABOUT THE BOOK / MEDIA KIT / NEWS LINK / OTHER WRITINGS/PRODUCTS / APPEARANCES / CONTACT / BLOG, as well as a TEMPLATE page that will easily allow you to add new pages as/when you need to expand your site.

**B.** Your site will be easy to update by yourself through a WordPress interface. This package includes a one-time drop in of text and images we work with you to prepare, and follow-up coaching to insure you can make future changes without paying a professional.

**C.** You'll be able to choose from one of three unique, custom-built author templates. Once a basic template is selected, your package includes one customization design presentation. Photos, text and colors can ALL be customized to your specifications. Three rounds of changes to the initial design are included. All rounds shall be presented to you in pdf format. Upon approval of the final design the site will be constructed. (After final sign-off and upload of the site, any updates performed will be at \$85/hour. See a-la-carte menu for details.)

**NOTE:** All fees related to site hosting and domain name purchase are the client's responsibility, but we'll help you through the most economical process while still allowing you to maintain complete control over your site.

**D.** Text and/or images will need to be provided digitally. We will work with you to create concise and compelling content, a professional media kit pdf and suggested links for placement on your site.

**E.** Also included: RSS feed and subscription capability for your blog as well as working with you to list your site in appropriate directories. We'll search engine optimize your content and fully train you how to maintain your new site and your blog posts, including how to easily add your own words, photos, links and more!

Fee \$1,450.

## SECOND COURSE

### II. Social Savvy Package

Beginning with the all-important blog, we'll work with you hands-on to maximize your impact using widgets and plug-ins, and list your blog on necessary directories. Then we'll help you reach out via today's most popular social networking sites.

This complete package includes:

- A. Setup of accounts, fan pages and/or groups on Facebook; Twitter set-up and finding niche folks to follow; and Linked In sign-up and joining appropriate groups (or starting a group of your own!), other sites relevant to your market; plus establishing your Google profile and learning how to make connections and find customers using free Google tools.
- B. We'll teach you how to leverage your social media with SEO and targeted messaging, and how to add to your social media mix with sites that reach your target market, plus explore multi-media social sites (i.e. YouTube, Flickr, BlogTalk Radio), news/bookmarking sites (Digg, Stumble Upon) and sites we research specifically for you that fit your parameters (i.e. RedRoom, SheWrites, Goodreads, Fastpitch, Amazon).
- C. We'll coach you through each social media site rollout, giving you tips and tricks to maximize your visibility and help you add new sites as they become relevant to your needs. In addition, we'll teach you how to manage your social media demands on a hectic schedule with the use of aggregate sites and fun short-cuts that make your social media experience both enjoyable and rewarding.

This is an 8 hour package (working with you in 1 hour sessions, per a schedule we work out together). Ongoing coaching sessions for anything from blogging to best practices can be scheduled to suit your needs, for as few or as many hours as you require (see our A La Carte menu), or you may purchase another session pack to continue work on advanced social media strategies, from searching out guest blogs to writing online content for other "reach-out" sites, to learning how to monitor and maximize your site and social media traffic.

Fee: \$650.



## THIRD COURSE

### III. Professional Media/Speaker Training

Whether a big press interview, your first book reading, or participating in a panel or writer's workshop, you'll make more fans (and sell more books!) if you're polished and prepared. Following a free phone consultation to assess your specific needs, this complete process package includes:

**A.** Training for media, book reading, and clinic/ workshop presentation preparation, learning how to "think" about the opportunity, then shaping answers into Message Tree.

**B.** Training to bridge to your answers in conversations with media and potential clients. This includes Role Play either virtually or in person\* (quoted separately).

**C.** This is a 5 hour package (working with you in 1 hour sessions, per a schedule we work out together, whether over the course of a week or five weeks). Should you desire additional sessions you can schedule on a basis that suits your needs, for as few or as many hours as you require (see our A La Carte menu), or purchase another 5 hour session pack.

**NOTE:** Live sessions also available, quoted based on travel expense plus \$190 hourly fee.

Fee: \$650.





## A LA CARTE OPTIONS

### DESIGN (WEBSITE)

If you already have a website and are interested in a tune-up to enhance your visibility and usability, we offer a complete Website Tune-Up/Migration package that will add the ingredients you need and migrate your site to a WordPress interface that's easy for you to self-manage/self-publish in the future, without paying ongoing costly maintenance fees.

Fee \$850.

Hourly website fees: If you need additional design/SEO elements to your site (on top of website package)

Fee \$ 85.

### DESIGN (BOOK COVER)

Develop a book jacket design for your project! Design will include cover, spine, back cover and flap. All text, graphics and images to be provided digitally by the client. Any images purchased for the design or commissioned for the jacket are the responsibility of the client. This includes providing one initial concept digitally as a pdf. Three rounds of changes included. Any revisions beyond the initial three will be negotiated outside of this proposal. Fee covers purchase of the design and we retain no claim on its use in the future on any other publications, websites or marketing pieces. Final files provided in Adobe InDesign files to allow client to make future updates.

Fee \$600.

### MEDIA TRAINING

Live Media/Speaker Training is available for clients desiring hands-on work with a professional media trainer. Perfect for gearing up for book tours and or workshop circuits as well as preparation for TV appearances. Fee is hourly and does not include travel expenses, quoted on request.

Fee \$190.

Additional Media Training hourly fees are available to expand the 5 hour package price

Fee \$ 85.

### ADVANCED SOCIAL MEDIA

Additional Social Media and SEO training hourly fees are available to expand the 10 hour package price

Fee \$ 85.

### PROFESSIONAL/WRITING COACH

Stalled on your project, or don't know where to begin? Enjoy having a certified professional coach in your corner to propel you and your project forward. Fee reflected is monthly charge. We meet weekly with you, 3-4x each month, to discuss your goals and together develop a carefully constructed strategic plan to meet your needs and schedule. Areas covered can include anything from writing/editing assistance to querying/finding an agent to making tough publishing decisions, to finding new and innovative ways to promote you and your book. We ask a three month minimum commitment; additional months contracted are eligible for 10% discount.

Fee \$395.

### PUBLICITY

Additional PR/Marketing services, including but not limited to press release creation, design and creation of press kits, as well as online dissemination of releases and targeted media distribution.

Quoted on request.

### TERMS/CONDITIONS

50% of service fees are due in advance, the other 50% due within five days of client signing off on completed project. Coaching fees are due on the 1st of each month or as agreed upon between coach and client. Acceptable forms of payment include check/money order, or Paypal. Prepayment of entire contract fee offers an additional 5% discount on any package purchased. Late payments incur a 12% penalty/late fee.

## TEAM PROFILE

**SHARI STAUCH, Shark Marketing Co. CEO**, has been involved in publishing, marketing and PR for 30 years. She is the co-creator of *Pool & Billiard Magazine*, celebrating 27 years as the sport's oldest monthly magazine. In 2004 she retired from the Women's Pro Billiard Tour after a 20 year career as both a pro player and marketer/co-creator of the televised tour (inducted into the WPBA Hall of Fame in 2007) to pursue development of Shark Marketing Co. and serve a growing community of writers and authors.



Stauch is President of Charleston's Center for Women, and moderator for the Center's Writer Series, and conducts seminars on becoming a successful author, website marketing and image branding. In 2008, Shari signed on as Co-Director of Programming for Words & Music: A Literary Feast in New Orleans, and worked with team member Kendra Haskins to re-launch the organization's website. The elite writers conference draws international attention with a faculty of over 75 stars each year, including dozens of top agents, editors and world-renowned authors.

Stauch continues to work with the Pirate's Alley Faulkner Society as well as with agents, editors, writers and aspiring authors throughout the U.S., using her marketing and PR skills to help authors broaden their audiences, and publishers realize greater sales potential.

Shari Stauch is a certified professional coach, an award-winning essayist and editor, and author of four non-fiction books with publisher Human Kinetics. She is working on completion of a novel set in her hometown of Chicago, IL.

**KENDRA HASKINS**, founder of web development and graphic design company **Kendra Haskins Design**, is an avid supporter of the literary and theatre arts. When she's not busy building websites and creating brands for companies, organizations, and authors, Haskins enjoys contributing to the community through volunteering "with causes that help women of all ages," and supporting local theater.

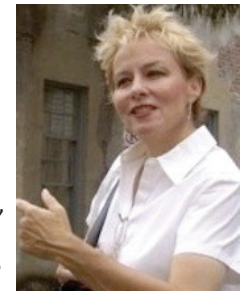


After she graduated from Duke University, Haskins relocated to San Diego where she worked as the Graphics Coordinator and Webmaster for the Old Globe Theatre and later as an Art Director with Tehabi Publishing designing interiors and covers for their coffee table books. She came back to the Southeast in 2006 where her keen talent is well appreciated throughout the Charleston area; you can barely look through a publication without seeing something she has created.

She has also been designing websites since 1997 and assisting clients with not only their web presence but also their use of online social media. Some of her clients include the Children's Museum of the Lowcountry, Barrier Island Eco-Tours, the College of Charleston, Ashley Bakery and Carolina Destination Properties.

In 2008 Haskins retooled the website for the Pirate's Alley Faulkner Society, allowing for better promotion of its annual Words & Music: A Literary Arts Festival. As a team member of Shark Marketing Co., Haskins has created a series of author templates that allow for the implementation of custom websites for new and aspiring authors at a fraction of the custom website price!

**BRENDA McCLAIN** founded and is president of **McClain Communications, Inc.**, established in 1990 as a communications consulting firm, specializing in Message Development and Delivery. She has worked with Algonquin and Workman authors for "Today Show" and "Good Morning America" appearances, as well as preparing authors prior to book tour launches.



Her media training clients have included Workman Publishing, AT&T, CIBA Vision, Turner Broadcasting, Georgia Pacific, The Outdoor Advertising Association of America, Marriott International, The Kentucky Department of Education, Telecom Pioneers, Arthritis Foundation, Cincinnati Reds, Career Sports & Marketing, Ford Motor Company and the U.S. Army. In addition, the NCAA Foundation selected her to write the Media Relations component for its Life Skills Program, aimed at preparing student-athletes across the country for life after college.

Before forming McClain Communications, Ms. McClain handled reporters from diverse print and broadcast media including *Fortune* magazine, the *Wall Street Journal* and "ABC World News Tonight." She has worked as a radio and television reporter and anchor in various markets in the Southeast as well as a newspaper reporter for a daily in South Carolina.

Besides her experience in media training authors and journalists, Ms. McClain also is an award-winning fiction writer. She is completing her second novel, a work of fiction set in her home state of South Carolina.



Where  
Writers  
WIN!

**Writers/Authors**

Unity Barry  
Dr. Deanna Brann  
Dr. Colleen Carroll  
April Goyer  
Jackie Haugh  
Rosemary James  
Robin Kelley  
Cathy Liska  
Lynne Marie  
Bren McClain  
Dr. Jacqueline Mademune  
Jonetta Moyo  
Laura Pavlides  
Jan DiRuzzo  
Pattie Welek Hall

**Organizations**

Avancez  
Center for Coaching Certification  
NatureTalks  
Pirates Alley Faulkner Society  
*Pool & Billiard Magazine*  
Women's Pro Billiard Tour  
Words & Music:  
A Literary Festival in New Orleans

**Proud Board/Trustee Member Of**

Billiard Education Foundation  
Center for Women  
Lowcountry Initiative for the Literary Arts  
Pirates Alley Faulkner Society