



WHIMSY  
WORDS ✦ PR

SERVICE MENU

# PR & MARKETING

All services are priced per book. A discount may be available for multiple books / services.

## FULL PROMOTIONAL BOOK CAMPAIGNS

£250

The full promotional book campaign covers every stage of your book launch, combining promotion, ARC distribution and management, blurb reveal, cover reveal and release day blast co-ordination. I'll handle the planning and promotion to drive exposure, boost reader engagement, and generate buzz around your upcoming book release.

\*ARCs are securely distributed via my legacy micro publisher BookFunnel account. Includes a collaborated release day giveaway. I handle the post and admin for the giveaway, authors just need to post to the winners!

## SOFT-RELAUNCH CAMPAIGNS

£175

Perfect for rebuilding buzz around a backlist title, or aligning with a promotional offer. I treat your book like a brand-new release, including social media, promotion and the recruitment of new readers and reviewers to provide fresh reviews and social shares.

\*Includes a collaborated giveaway. I handle the post and admin for the giveaway, authors just need to post to the winners! A collaborated giveaway and placing your book on a 0.99 or FREE promotion is recommended during/or on campaign closure

## CREATIVE BOOK TOURS

£150

These creative Instagram book tours are great for rebuilding buzz around a backlist title, or bringing a book back into the spotlight before the next one in the series is due to release.

\*This consists of a 15 day Instagram tour featuring 30 readers who will promote and/or review your book on their stop (2 tour stops per day). A collaborated giveaway and placing your book on a 0.99 or FREE promotion is recommended during/or on campaign closure.

## RELEASE DAY TOUR BLASTS

£125

On your release day, I'll launch a post across our socials, alongside a network of book influencers who've joined the tour. Together, we'll spread the word far and wide and drive major excitement around your book's release!

\*Authors must be able to offer a gifted ARC to the reader sign ups in return for their posts. ARCs are securely distributed via my legacy micro publisher BookFunnel account. This service can include a collaborated release day giveaway if wanted.

## ARC DISTRIBUTION & MANAGEMENT

£125

I'll recruit enthusiastic ARC readers and reviewers, building early buzz and generating authentic reviews for your book. I'll manage everything from distribution and co-ordination to reminders and review collection.

\*ARCs are securely distributed via my legacy micro publisher BookFunnel account saving authors money. I can distribute ARCs in one go or in waves, depending on your needs.

## COVER REVEAL DAY BLASTS

£100

On your cover reveal day, I'll launch a coordinated social blast, teaming up with a network of signed up book influencers to amplify the reveal and generate some serious buzz around your cover!

\*Authors must be able to offer a gifted ARC to the reader sign ups in return for their posts. ARCs are securely distributed via my legacy micro publisher BookFunnel account.

## STREET TEAM SET UP

£100

I'll help you build and manage a street team who will champion your books! From recruiting and organising members to co-ordinating exclusive content, promo activities and more. I'll keep your team motivated, engaged and genuinely excited to spread the word about your books!

\*Please note that this is a set up service only. I will help manage the team until you're ready to take over - up to 12 weeks post set - up.

## NEED HELP WITH SOMETHING ELSE?

From  
£20/hr

If there's another task you'd like support with that isn't listed in my services, please don't hesitate to get in touch. I'm always open to new ideas and if it's within my capabilities or aligns with my skillset, I'd love the opportunity to explore how I can work with you.

\*Please note that my hourly rate for custom requests is £20 for 1 hour of work and £15 for each subsequent hour. Payment must be made upfront.

# PA PACKAGES

All packages are provided on a monthly retainer and billed on the first of each month.

Please note: my PA rates are priced at £15 per hour.

While each package outlines what's included, I'm happy to offer some flexibility. If there's a service you don't need and you'd prefer to swap it for something else, just let me know and I'll do my best to tailor the package to suit your needs.

## WHISPER

£150 PER MONTH  
(12 HOURS)  
SAVING YOU £30!

- **SOCIAL MEDIA ASSISTANCE** (Monitoring and replying to reader comments, questions and DM's, engaging on stories and grid posts)
- **SOCIAL MEDIA CONTENT CREATION & SCHEDULING** (2 posts per week across platforms)
- **MONTHLY NEWSLETTER WRITE-UP**
- **ADMIN ASSISTANCE**

## CHARM

£250 PER MONTH  
(20 HOURS)  
SAVING YOU £50!

- **SOCIAL MEDIA ASSISTANCE** (Monitoring and replying to reader comments, questions and DM's, engaging on stories and grid posts)
- **SOCIAL MEDIA CONTENT CREATION & SCHEDULING** (3 posts per week across platforms)
- **BI-WEEKLY NEWSLETTER WRITE-UP** (every two weeks)
- **ADMIN ASSISTANCE**
- **EMAIL ASSISTANCE**
- **ARC DISTRIBUTION & MANAGEMENT**
- **STREET TEAM / READER GROUP ASSISTANCE**

## ENCHANTMENT

£400 PER MONTH  
(30 HOURS)  
SAVING YOU £50!

- **SOCIAL MEDIA MANAGEMENT** (Monitoring and replying to reader comments, questions and DM's, engaging on stories and grid posts. Sourcing newsletter swaps and reader group promotional swaps)
- **SOCIAL MEDIA CONTENT CREATION & SCHEDULING** (5 posts per week across platforms)
- **WEEKLY NEWSLETTER WRITE-UP** (or as and when needed)
- **EMAIL & CALENDAR MANAGEMENT**
- **COMPLETE AUTHOR ADMINISTRATIVE SUPPORT**
- **ARC DISTRIBUTION & MANAGEMENT**
- **STREET TEAM / READER GROUP MANAGEMENT**
- **WEBSITE / STORE MANAGEMENT**

Need help with something else? If there's another task you'd like support with that isn't listed in my PA services, please don't hesitate to get in touch. I'm always open to new ideas and if it's within my capabilities or aligns with my skill set, I'd love the opportunity to explore how I can work with you.