



INTEGRATED LAUNCH SOLUTIONS

You only have one chance to make a first impression. Many marketing materials need to be pulled together in order to market yourself effectively: your book, website, and your overall marketing strategy.

Compelling, professionally-shot videos on your web site can make the difference between being perceived as a professional or an amateur. Often this is the way decision-makers first "meet" you. Videos can also be used to add value and increase your income by creating online training for your clients.

Your marketing needs to include something compelling to leave behind so that people remember you and pass your information on to decision-makers. A book or CD postcard are ways to ensure that your message is received as a valuable gift, rather than mere advertising to toss in the garbage immediately. A book and/or CD ensure that your marketing message maintains its integrity and impact. They are often kept for years, reminding prospects about you, and reminding them to visit your web site and purchase your products and services.

VIDEO SHOOT - BE THE STAR YOU ARE!

Be set up for success with Aurora, a former film and TV producer, directing, producing, and interviewing you, including:

- Rehearsal Day prior to filming to rehearse and refine your message and sound bytes (5 hours in person with Aurora)
- Video Shoot Day to capture you and your message so that your star shines! Aurora will interview and/or direct you, so that you are at ease and so that your best content is captured in compelling, engaging short videos. (5 hour shoot, usually results in 10 - 24 videos, depending upon length of each video and your level of preparedness, in person with Aurora)
- Videographer included with professional quality audio and video equipment
- Video editing included (5 hours with Aurora personally overseeing the videographer to ensure the best result, additional editing \$50 per 1/2 hour. Allow 6 - 8 weeks from shoot for delivery of the best-quality edited videos at the best prices, otherwise rush fees will be incurred)
- 5 Star Quality Review - final videos reviewed by Aurora so you can have peace of mind

Investment: \$15,000

VIP BOOK LAUNCH

Many rookie authors put so many months and years into writing their book, but then they "drop the ball" right at the finish line. We can help you cross the finish line in a first-class way. VIP book launch includes:

- Book Launch PR - press release written, reviewed, keywords targeted to your ideal market, sent to news wire for pickup by media - TV, radio, print, and online news sites will learn about your new book. Guaranteed pick up by news media.
- Book Buzz - book sales, new clients, new speaking opportunities, and even more PR coverage. Media begets more media!
- Media Ad - Ad written / revised for you to promote your new book to the media, for placement in specific media journals (ad cost from magazines or newspapers not included).
- Media Ready - turn your book into a hook. To get interviews, you need to "speak media". Create a professional interview pitch ready for national PR, and have it fine-tuned by Aurora, so you know it will be well received.
- Professional Interview - Gain confidence and momentum with the world's easiest host - Aurora Winter will interview you in a format similar to a professional radio interview, so you'll be ready for prime time.
- Book Front Cover Design - cover design to create an eye-catching look.
- Book Back Cover Design - get your back cover designed to be compelling. The back cover sells.
- Book Interior Layout Design - an easy-to-read, professional quality book has a look and feel created by the interior design. Includes table of contents, interior title page, front and back matter, author bio, and up to 10 images and up to 30,000 words. (Additional images or diagrams \$50, additional words \$.03 per word, allow 3 weeks for the best design at the best prices, otherwise rush fees will be incurred. You deliver a completed manuscript ready for interior design.)
- Amazon Live - your book is uploaded to Createspace, and is ready to sell as a softcover book at the price you select.
- Copyright & Control - You retain full copyright and ongoing control. You will get your own Createspace account and keep ongoing control of pricing, see your sales reports, get paid your royalties, etc. (Createspace fees not included, we can assist you in setting up your account if desired, it only takes 15 minutes.)
- Book Brand Review - ensure that your "book look" matches your brand. Don't sabotage your book by a design that undermines your brand!
- 5 Star Quality Review - title, subtitle, cover, back cover, pricing etc reviewed by Aurora so you can have peace of mind.

Investment: \$10,000

YES !

Let's get started right away. I choose the option(s) I have selected above.

Select:

Please charge my credit card on file.

Please charge this card (or cards):

Mastercard	Visa	Discover	Amex	Exp:____/____	CC Acct.# _____
Credit card billing address: _____					
Mastercard	Visa	Discover	Amex	Exp:____/____	CC Acct.# _____
Credit card billing address: _____					

Email:_____		Phone:_____		Cell Phone:_____	
<i>Please bill my credit card as indicated.</i>					

SIGNATURE

Terms and Conditions

I agree to the standard terms and conditions. I understand the payments are nonrefundable. See terms here: www.AuroraWinter.com/terms

ADMIN