

# ADVERTISING FOR AUTHOR-PRENEURS

## PRICE SHEET



## ABOUT YOUR CAMPAIGN

Don't let your hard work go unnoticed. With the right funnel, your book can reach thousands of readers every month—consistently and profitably. I'll be your partner in profit, helping you every step of the way as you turn your writing into a stable income stream. On our first free no-commitment strategy call, I'll share exactly how I build high-converting book ad funnels and how I can do the same for you.

## INCLUDED IN ALL CAMPAIGNS WITH ME:

### POSSIBLE PLATFORMS

- Meta (Facebook+Instagram)
- KDP Amazon Ads or Amazon PPC
- Google Ads + YouTube Ads

### CAMPAIGN INCLUDES...

- Creative strategy backed by data and algorithms
- CRO Audit (conversion rate optimization)
- Full funnel strategy
- Industry Keyword Research
- Audience Research
- Revenue and spend projections

# PACKAGE 1



## DONE-FOR-YOU FULL SERVICE 2 Month Ad Campaign

### WHO IS THIS FOR?

Don't want to ever touch the Facebook ad account? Just want to cash in and make art you love? This is the offer for you! We will outline clear goals for your campaign, then I will develop a conversion-optimized strategy, funnel, messaging, and creatives for you. After this, **I will run your ads, optimize them on a daily basis, and get you to your goals** while you sit back and do what you are best at: write more books :)

### INCLUDING

- Audit of the full funnel including email sequence, landing page, book pages, messaging, copy, and advertising assets.
- Advertising campaign strategy
- Full-service implementation including daily optimization of media buying on our chosen platforms, data-driven reporting, and a proactive approach to hitting your sales goals.

### INVESTMENT

- 1 Platform: €1,750 / \$1,800 per month (not including ad-budget)
- 2 Platforms: €2,100 / \$2,200 per month (not including ad-budget)
- 2 months minimum campaign
- Minimum €1000 in ad budget per month

If you live in the EU and don't have a registered business (you buy as a private individual) I have to add 25% VAT to any final invoice.

[contact@charlotteeriksson.com](mailto:contact@charlotteeriksson.com)

# PACKAGE 2

Want to learn how to run advertising campaigns on your own?

## 1:1 CONSULTING AND TRAINING



### SET UP & MASTER YOUR AD-CAMPAIGNS WITH MY EXPERT GUIDANCE

**Get direct access to my 15 years of experience building profitable advertising campaigns at top New York ad agencies and for some of the biggest coaches in the world.** During your consulting weeks you will get weekly 1:1 hands-on coaching calls directly with me. We will look at your funnel, online efforts, and opportunities, and together set up a profitable, sustainable, predictable revenue machine for you. At the end of these weeks, you will not just have an optimized funnel set up and running, you will also have gained the necessary skills to run ads for other authors or brands and cash in on your new knowledge.

#### INVESTMENT

Full Funnel Audit +

- 1x 1:1 call a' 45min: €400 / \$420
- 3x 1:1 call a' 45min: €1000 / \$1050
- 5x 1:1 call a' 45min: €1700 / \$1750

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# USEFUL INFO

## ADS BUDGET

I recommend an ad budget of minimum €1000 per month in order to see results from your campaign. I will use this budget to utilise our agreed upon channels and scale the best performing channels and assets. In order to build a retargeting funnel for your audience I recommend a budget of €2,000 if possible.

## FUNNEL, CONTENT + BRANDING

The more high-quality content you can provide me with, the more successful your advertising efforts will be. I will send you a list of different ideas that you can shoot and create yourself, but professional product photography is a must if you want to build a profitable jewelry brand. To get the most out of our partnership, I recommend you prepare a folder with high quality, ready-to-use product and lifestyle photos before we start the campaign.

The advertising traffic should be directed to a high-quality landing page and/or product page. I am always happy to work with you to develop an optimised landing page and funnel.

## FIRST STEPS...

I only work with brands and entrepreneurs I truly believe I can help and get profitable, therefore we will start with hopping on a zoom call to make sure our goals and visions align.

If we decide to work together, I usually have a set-up timeline of 7-10 business days. The first step for you will be to fill in a document with information about your brand, audience and goals. I will then start doing audience research and set up the first campaigns to get things going.