

E-BOOK

OUTLINE & PRICING



An ebook is an effective way to provide valuable content for your prospects and customers, a way to drive traffic to your website, and as a lead gen tool to build your database and marketing pipeline.

What Do You Create an Ebook About?
That part is easy. Here are some quick tips:

1

Collect questions from your customers and target audience and provide answers.

2

Repurpose your blog posts into a book. You may be surprised by what you already have available.

3

Expand customer testimonials and stories into a series of case studies.

4

Conduct interviews. Many books are just a compilation of interviews.

WHAT'S INCLUDED

- Appealing custom cover
- Great title (we'll provide 5 -10 for you to choose from)
- Clear value proposition
- Well written key-word rich content
- Quality visuals
- Call to action

LENGTH

1000 - 1250 words
3 to 5 pages

1500 - 2000 words
6 to 8 pages

2500 - 3000 words
10 to 12 pages

3500 - 4000 words
13 to 15 pages

PRICE

\$700
Custom design and interactive elements + callouts

\$1,500
Custom design and interactive elements + callouts

\$2,400
Custom design and interactive elements + callouts

\$3,000
Custom design and interactive elements + callouts

* additional design elements at extra fee

Additional Items We Can Handle For You:
How to market your ebook:

WWW

Add it to your website - create a banner or pop-up - starting at \$150



Create a landing page - starting at \$250



Write a blog about it - FREE (we'll create a 300 word blog to introduce and promote your ebook)



Send it out to your database via email or newsletter - starting at \$150



Publish in on your social media - FREE (we'll create 10 to 12 posts for you that you can post or we can post on your behalf)



Promote it with paid ads on social media - TBD