

BOOKMARKS

Bookmarks serve as great top-of-mind marketing tools while working double-duty as place-holders for book fans.

BUSINESS CARDS

Tell people how to best reach you and how they can learn more about your writings and your book.

POSTCARDS

Beautiful postcards that reflect you and your book. Perfect as visual aids for book signings, leave-behinds and mailings.

TABLE-TOP SIGNAGE

Tell people who you are at any appearance or book-signing. A high resolution JPG file of your signage will be provided for online usage.



So You Wrote a Book...

Congratulations! Writing a book is an accomplishment all in itself. Having your book in the printed form or in the process of having it published is another accomplishment all together and should be celebrated. It's time you told the world or your corner of the world about your book and its author.

Now What?

Step 1 – Contact Ad Shop, etc. for your *Michigan Author Survival Guide* Marketing Package. This award-winning team will showcase you in the best possible light.

Step 2 – Get the word out! Use your new marketing materials at book signings and public forums, and for mailings, bookstores and everywhere you go!

MICHIGAN AUTHOR SURVIVAL GUIDE

Marketing Package includes:

**Bookmarks Business Cards
Postcards Table-top Signage**

All marketing elements include: project management, art direction, copywriting, graphic design, proofing, file transfers and printing, and digital file of signage.

Contact us today for more information



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