

COMPARISON OF TOP 3 PRINT ON DEMAND PUBLISHING HOUSES & THEIR PUBLICITY & PROMOTION SERVICES

Every author needs to be assured that their book will get publicity to promote it. Here's a list of the services offered by Market-A-Book, Balboa Press (Hay House Imprint) and Author House (the largest self publishing house). Look carefully at what is offered to help you promote your book to make sure that you get the biggest bang for your buck. You will see that The Best Virtual Book Tour offers substantially more book promotion services for a fraction of the cost.

*Offers reflect their website packages/programs as of 7/24/2014.

Book Publishing services not listed, only services related to Book Promotion, Marketing and Sales.

SERVICES OFFERED	MARKET-A-BOOK* \$3,399	BALBOA PRESS* \$7,997	AUTHOR HOUSE* \$11,997	THE BEST VIRTUAL BOOK TOUR \$9,997
BOOK MARKETING & PROMOTION SERVICES				
Professional Marketing Consultation	✓		✓	✓ 6 Hours 1-on-1 Private Coaching
Kindle, Nook & Epub Versions Available	✓			✓ E-book Conversions available
Bookstore Availability	Ingram			✓ Ingram or Ingram Spark
Sold on Amazon.com & Barnes & Noble.com		✓	✓	✓ Author pages & book listings created
Monthly Marketing Newsletter	✓			
Promotional Materials	250 Bookmarks, Business Cards, 100 Postcards	✓	200 Bookmarks, Business Cards, Postcards	✓ 500 Book Promo Postcards
Barnes & Noble See Inside the Book		✓		✓ Automatic FREE from Barnes & Noble
Amazon Search Inside & Amazon Keyword Search	Amazon	Google & Amazon	Google & Amazon	✓ Automatic FREE from Amazon Search, I will Help with Keywords
Personalized Bookstore Page	✓	Personalized Balboa Press Bookstore Page	Authorhouse Bookstore Availability	

Included in Distribution Catalog	✓	Included in Balboa Press Catalog		✓ Instructions to add to New Leaf Catalog
Author Learning Center Free 12 month Subscription		✓	✓	
Free Book Stubs		✓	✓	
Barnes & Noble Preview			✓	
Book Buyers Preview		✓	✓	
Booksellers Return Program		✓		
Google Standalone Online Book Ads			✓	
Book listed in Bookmad Issue			✓	
Press Release Essential Edition		✓		✓
Author Website Setup		✓		✓ One Page Author & Book Website
Press Release Web Optimized Edition		✓		
Book Signing Kit		✓		✓ Provide Statewide List of Indie Bookstores, Retreat Centers, College Bookstores
Index Service		✓		
Online Interview Web Talk Radio			✓	✓ 5 Online Radio Interviews on Shows with 10,000+ Listeners
Hollywood Coverage			✓	
Newsmaker Publicity Campaign			✓	✓ 30 National Publication Editors
Book Reviews	✓ (5)			✓ 20 Book Reviews

				submitted to Amazon, Goodreads, Google Books, Shelfari and other online book sites
Electronic Galleys	✓		✓	
Broadcast Interview with Stu Taylor			✓	✓ Living Life on Purpose Interview with Suzanne Strisower
Magazine Interviews				✓ Online Magazine Interview & Review
Television Interview				✓ 1 Online Television Interview & Review
National & International Book Fairs				✓ 5 Book Fairs
Amazon Best Seller Book Campaign				✓
Press Kit & One Sheet				✓
Social Media Page Setup				✓
Literary Agent Query				✓
Book Trailer				✓

PUBLICITY AND VISIBILITY

4 Week Publicity Campaign	✓			12 week – 90 Publicity Campaign
Social Media Setup Guide	✓	✓		
Book Video/ Trailer	✓ (30 sites)	✓	✓	60 sec. Book trailer professionally done & submitted to 300 bookstores & 5,000 librarians
Book One Sheet				

Press Kit				
Book Competitions				List of all relevant book competitions to enter
Book Synopsis				Sent to 1,000 literary agents
Book Blogger Contacts				50 Non-fiction Bloggers
Radio Show Hosts				50 More Relevant Shows
Pitching Templates				Proven Successful templates for book reviews & interviews

SALES & DISTRIBUTION

Sold on Amazon.com & Barnes&Noble.com				
Worldwide Book Dist.		✓		Possible, Distribution thru Amazon, Ingram & Others
Online Distribution	✓			Possible, Distribution thru Amazon, Ingram & Others
Book Fairs				Entry Paid for 2 Book Fairs – one state & one national