**Marketing Survey**

**Disclaimer:** Before you do this survey, please understand that I will not do your marketing for you—nor will I sit with you on the phone and talk you through how to do online advertising step-by-step. If this is the type of service you are looking for, then I can make suggestions on marketing firms. Be aware they charge anywhere from $300 to $5,000 depending on services you are looking to obtain. My charge is *solely* for consulting. Also, I reserve the right to turn away any potential client if I don’t feel I can serve them based on their needs. Lastly, every client will need to sign an NDA prior to services rendered.

**Survey for Client**

1. Do you own a business, and do you have a business plan?
2. Is writing more of a hobby for you? Do you have a full time or part-time job?
3. Define marketing in your own words.
4. What is your brand?
5. Do you have a website?
6. Do you have a media kit?
7. What is your goal with marketing, and where do you want to be in one year?
8. How often and how do you plan to alter that goal as needed?
9. How much money do you have to put into your marketing? (FYI: this question is not about what you are paying me—this question refers to what money you are willing to put into your individual marketing and how often).
10. How many hours a week do you plan to dedicate to marketing your work?
11. Specifically, list the current marketing approach you are doing for your books.
12. Please highlight the type of marketing you’d like to work on:

* Keyword Optimization
* Titles
* Working with cover artists for best covers
* Taglines
* Blurbs
* Thematic marketing
* Social media marketing
* Online advertising:

1. Bookbub
2. Fussy Librarian
3. Amazon
4. Social Media advertising
5. Others—please list what platform you are thinking of using.

* Newsletters
* Targeting an audience
* Other—please be specific in listing any different types of marketing you are interested in learning.

**Marketing Consultant Rates**

$120 per hour

$2 per minute

* Time is based on the amount of time it took me to research, create, and share the information that I am sharing. I have tracked the time for all pre-made documents. I will track time for any additional documentation I may have to research, create, and share.
* The consultant work I typically do is done through email as it proves to be the quickest way to consult—saving the client time and money and saving me time to do other parts of my business. I’m happy to schedule times for phone or video consultations. I will warn you that those types of discussions lead to more extended amounts of time.