



GREENLEAF COLLABORATIVE MARKETING AND MEDIA OUTREACH PACKAGES



PACKAGE ONE: FOR AUTHORS

Writing a book is personal.

After all the writing and editing is done, you want people to buy your book, read your book, and tell everyone they know about your work.

Greenleaf Collaborative can help make that happen.



Our custom Marketing and Media Outreach Package contains all the elements you need to get your book in front of readers and help you establish yourself as a respected author and thought leader. Our all-in-one package includes:



- Development of a Foundational Brand Strategy to help define your personal brand and audience.
- Creation of a press kit for media pitching and outreach.
- Development and distribution of a Newswire press release.
- Outreach to 25 digital media outlets to further amplify your book and message.
- Submission of your book to the top five industry publications for editorial book review.
- Three hours of one-on-one platform development or social media coaching with a GC branding specialist.



Cost: \$2,300/month for six months

This package is designed for authors publishing a book in the next 6 - 12 months or authors who are less than one-year post-publication.



GREENLEAF
COLLABORATIVE

For more information, visit our [website](#) or email marketing@greenleafcollaborative.com



GREENLEAF COLLABORATIVE MARKETING AND MEDIA OUTREACH PACKAGES



PACKAGE TWO: FOR SPEAKERS/THOUGHT LEADERS

Are you ready to grow your profile as a thought leader? Greenleaf Collaborative can help.

Our custom Marketing and Media Outreach Package contains all the powerful tools you need to help you build your profile as a respected expert and thought leader. Our all-in-one package includes:



- Development of a Foundational Brand Strategy to help define your personal brand and audience.
- Building a Social Media Strategy to help you harness the power of social media outreach.
- Creation of a Speaker Press Kit for media outreach and pitching speaking engagements.
- Development and distribution of a Newswire press release highlighting your recent accomplishments or newsworthy efforts.
- Drafting of a timely and newsworthy article featuring quotes or commentary from you.
- Podcast outreach and pitching to 25+ outlets.
- Three hours of one-on-one platform development or social media coaching with a GC branding specialist.



Cost: \$2,750/month for six months

Additional services available from Greenleaf Collaborative:

Logo and identity design

Social media management

Book trailer and promo video production

Paid social media ad strategy

Website development and optimization strategy

Paid search marketing

Business and book integration strategy

TikTok and Instagram influencer outreach

Custom advertising strategy and media buying

Social media content development and design



GREENLEAF
COLLABORATIVE

For more information, visit our [website](#) or email marketing@greenleafcollaborative.com