



# Author Marketing Services

Janis Robinson Daly



## EXPERIENCE

- 40-year career in corporate marketing & sales.
- Published with indie press, Black Rose Writing. Two books, each named #1 New Release in Historical Fiction on Amazon.
- Sought-after speaker for book clubs, libraries, women's and writing groups. Over 150 events since August 2022.
- Member / Moderator of (3) book clubs.

“Janis is creative, thorough and conscious of every detail in coming up with new ways to approach promoting a book. Some of her ideas are brilliant.”  
- Joan M. Griffin, author of *Force of Nature*.

## PRIMARY MARKETING SERVICES



**Featured Title  
Reviews &  
Promotion**



**Speaking  
Engagements  
Consult &  
Craft**



**Book Club  
Engagement**



**Design &  
Promotional  
Graphics**

Book a Consultation Today: [janis@janisrdaly.com](mailto:janis@janisrdaly.com)



[www.janisrdaly.com](http://www.janisrdaly.com)



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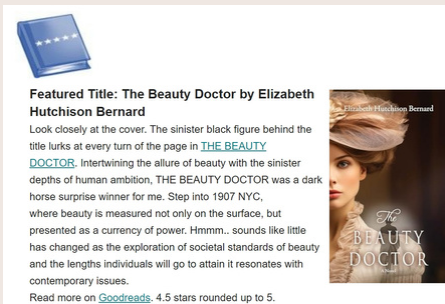


## Featured Title Reviews & Promotion

“I loved having my new release featured in Janis's newsletter, where I knew it would reach passionate readers of historical and women's fiction. And at a bargain price!” - *Elizabeth Hutchison Bernard, author of The Beauty Doctor*

- Book Review with spotlighted inclusion in (1) Janis R Daly Book Lover e-newsletter to 2,500+ subscribers which includes 500+ book club members and 500+ librarians.
- Posting of review to Goodreads, Amazon, BookBub, Barnes & Noble.
- Posting to Janis' Facebook and Instagram accounts.
- Available 1x per newsletter, request availability.
- Author to provide book to review (pdf, e-pub, Kindle link, or paperback) at least 8-10 weeks prior.

## EXAMPLE: NEWSLETTER SPOTLIGHT



- Includes links to Amazon for easy purchase.
- [View full newsletter.](#)

**\$75.00**

Book a Spot Today: [janis@janisrdaly.com](mailto:janis@janisrdaly.com)



[www.janisrdaly.com](http://www.janisrdaly.com)



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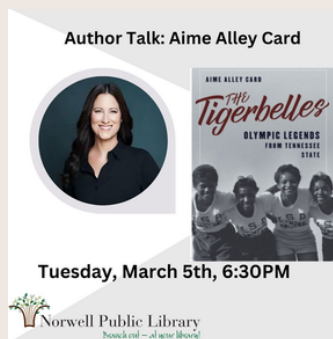
## Speaking Engagements Consult & Craft

“Janis was a lifesaver for my book launch! Her extensive marketing experience translated seamlessly into author promotion with an essential range of services.”

- Aime Alley Card, author of *The Tigerbelles*

- Develop a list of a minimum of (25) Speaking Engagement venues for an Author Presentation. Venues may include libraries, community centers, and other public or private venues. Author to advise on desired area.
- Advise on outreach communications, including email and sell sheet.
- Author to contact list directly.
- Minimum 2-3 week turnaround.

## EXAMPLE: SPEAKING ENGAGEMENTS



- Speaking fees and book sales may be available at events.

### Optional Add-On

- Designed professional PowerPoint for use at speaking engagements; author to provide script.

**\$300.00**

Contact Janis to Discuss Details: [janis@janisrdaly.com](mailto:janis@janisrdaly.com)



[www.janisrdaly.com](http://www.janisrdaly.com)



# Author Marketing Services

## Janis Robinson Daly



### Book Club Engagement

“One of the hardest things for any writer, I think, is reaching out to book clubs. Janis Daly took on that burden by taking all the pain out of the process.”  
- Jan Brogan, author of *The Combat Zone: Murder, Race and Boston's Struggle for Justice*

- Design and deploy a custom email blast with Janis' endorsement to a proprietary list of book club members.
- Spotlitged inclusion in (1) Janis R Daly Book Lover e-newsletter to 2,500+ subscribers within a two-week window of the custom email blast (before or after).
- Includes posting to JRD Facebook and Instagram.
- Availability: January, April, July, October 2025.
- Author to provide book to review (pdf, e-pub, Kindle link, or paperback) at least 8-10 weeks prior to send date.

## EXAMPLE: BOOK CLUB ENGAGEMENT



- View full email example.

**\$275.00**  
to list of 250

**\$400.00**  
to list of 500

Contact Janis to Check Availability: [janis@janisrdaly.com](mailto:janis@janisrdaly.com)



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## Janis Robinson Daly



### Design & Promotional Graphics

“With attention to detail and creative flair, Janis delivers top-notch graphics for author marketing.”  
- Ashley E. Sweeney, author of *The Irish Girl*

- Professionally designed social media graphics, marketing flyers, sell sheets, etc.

## EXAMPLE: DESIGNED GRAPHICS

**KATHRYN HAUEISEN**  
Author Speaker for  
Library & Group Events

Schedule here:  
[kathrynhaueisen@gmail.com](mailto:kathrynhaueisen@gmail.com)

More Information:  
<https://www.RunWineThen.com>

**MAYFLOWER CHRONICLES**  
The Story of the Mayflower

Paper ISBN: 978-1-932164-10-8  
Also available in ebook and audio

**MARY BREWSTER'S LOVE LIFE**  
Revisited by the Mayflower

Paper ISBN: 978-1-954253-10-8  
Also available in ebook and hardback

**BOOK TALK**  
One Hour Presentation  
The 1620 Mayflower voyage continues to shape our nation. This event covers political and religious issues that prompted a handful of immigrants to cross the treacherous Atlantic voyage and their encounters with Native Americans who worked out the first North American English-Indigenous treaty. Program includes a power point presentation with photos, a reading, handouts and book signing for in person events. Also available via zoom.

**BOOK CLUBS & STUDY GROUPS**  
Talk with the author about the research behind the books. Learn about the kidnapping that facilitated a treaty, Mary Queen of Scots' role in the Mayflower story, and what Martin Luther and Elder William Brewster had in common. Special discounts for orders of 10 more placed through the author.

**WOMEN'S WORK**  
A presentation focused on the life of Mary Brewster and the women aboard the Mayflower. Includes a power point presentation with photos that follow Mary from a quaint English village to Cape Cod by way of exile in Holland. Perfect for book clubs and Women's History events.

Speaking engagements are publicized through my website and monthly newsletter.



**\$65.00**  
per hour

Contact Janis for a Price Quote: [janis@janisrdaly.com](mailto:janis@janisrdaly.com)



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