



Certain tools are useful and necessary even if you plan on doing all of your marketing on your own.

- Postcards, designed to advertise your book or your own expertise, can be used as announcements for publication or an event, as order cards to pass out at events where carrying books is not feasible, to send to reviewers to allow them to ask for a review copy and... anything you can come up with.
- Business cards are more compact but, along with your own “elevator speech” (a 60 second version of what you have to offer) or a press release, can serve much the same function as the post card.
- A good press release is an essential and having more than one can be useful.

The All-Purpose marketing option provides these essential tools.

You get a package of:

250 business cards
50 post cards
A press release

For just \$300.00

Business and post cards are in color and will include an image of you or your book cover. Post cards are two sided 4X6, ready to mail or hand out. Your press release is a standard one page press release tailored to your message and your market. All design work is included and we work with you to make your end result eye-catching and effective.

Business cards, post cards and press releases are also available ordered in different quantities and outside of the package price. Contact us at: georgia@ladybugbooks.com to find out more about partial orders or to refill your package materials.