

# RARE BIRD LIT

*Los Angeles, Calif.*

***Suicide Tango***

By Tripsy South

Anticipated Publication Date: June 2019

This Memorandum (“Memo”) outlines a tailored marketing and publicity campaign between:

**Rare Bird Lit (“RBL”)**

of 453 South Spring Street, Los Angeles, Calif. 90013

and



## **Focus and Concentration**

This Initial Campaign (“Initial Campaign”) is intended to be supplemental to the Author’s efforts, and the efforts of the Publisher (“Publisher”), without unnecessary duplication—additional outreach to follow according to the Initial Campaign’s Strategic Plan (“Strategic Plan”), which shall be posted on Basecamp or delivered to the Author in writing within seven (7) business days of Memo initiation—specifically interweaving traditional book marketing with cross promotion alongside Author’s network, community, outside activities, speaking engagements, workshops, and associated efforts with the Publisher.

Below is a bulleted overview of RBL’s proposed general focus and concentration:

### **Media Outreach**

- **National and regional outreach with print and online outlets** for review feature, and/or highlight—including, but not limited to: industry trades (*Publishers Weekly, Kirkus Reviews, Shelf Awareness, Shelf Unbound, Library Journal, Booklist, Foreword*); top-tier traditional outlets (*The New York Times, Wall Street Journal, The Guardian, Slate, Salon, The New Yorker, Los Angeles Times, San Francisco Chronicle*); and secondary/tertiary markets, as appropriate and/or as mutually agreed;
- **National and regional outreach with radio and television outlets** for interview, promo, and/or author appearance—including morning-show and drive-time outlets, traditional frequency stations (NPR, PRI, limited commercial outlets).

### **Marketing and Special Interest**

- **Creation of marketing materials**, including, but not limited to: releases, web banners, e-cards, postcards, bookmarks, and other applicable design-related marketing content;
- **Audio marketing** with at least six to eight (6 to 8) online book group broadcasts, scheduled and produced by RBL, and distributed on full RBL feeds through iTunes, Stitcher, Goodreads, online radio, and extended internet radio feed networks;
- **Special Interest outreach** to key influencers, contacts, authors, and organizers;
- **Giveaways** on either Goodreads, Amazon, and/or other online networks;
- **Amazon Top Reviewer outreach**;
- **Additional online and RBL social network outreach**, including, but not limited to: RBL’s direct contact list, associated authors and clients, newsletters, direct marketing, and cross promotion;

### **Events and Author Appearances**

- **Local and regional support** for current schedule of events, engagements, and workshops;
- **Additional author events and appearances**, as applicable and agreed upon by both parties;
- **Coordination of offsite book sales** with reporting bookstores for scheduled activity.

### **Evaluation**

- **Summary of outreach and activity**
- **Long-term campaign impact summary**
- **Next steps**

### **Timeline, Fees, and Invoicing**

#### **OPTION:**

#### **Standard three-month (3-month) active campaign**

- March 8<sup>th</sup>, 2019 through June 15<sup>th</sup>, 2019 calendar campaign timeline;
- Seventy-five (75) dedicated total hours at independent author/publisher rate of eighty-five dollars (\$85) per billable hour with at least seventy-five (75) active campaign hours during calendar campaign timeline;
- Total project fees: \$6,375;
- Invoiced in two (2) installments:
  - a. Four thousand two hundred fifty (\$4,250) on signature;
  - b. Remaining balance on or before May 1<sup>st</sup>, 2019;
- Payments to be remitted by online invoice via credit card or e-check;
- Option to cancel by either party with sixty (60) days' written notice, including prorated reimbursement to Author for amount(s) paid but unassigned after cancelation date;
- Additional expenses (shipping, materials, etc.) to be invoiced separated, but not to exceed five hundred dollars (\$500) without prior written approval by Author;
- Extensions to be negotiated separately.

**Places Where Services Will Be Rendered**

RBL will perform most services in accordance with this contract at a location of RBL’s discretion. In addition, RBL will perform services on the telephone and via email at such other places as necessary to perform these services in accordance with the understandings of this arrangement.

**Independent Contractor**

Both the Author and RBL agree that RBL will act as an independent contractor in the performance of its duties under this arrangement. Accordingly, RBL shall be responsible for payment of all taxes, including Federal, State, and Local taxes arising out of RBL’s activities in accordance with this arrangement, including by way of illustration but not limitation, Federal and State income taxes, Social Security tax, Unemployment Insurance taxes, and any other taxes or business license fee(s), as required.

**Confidential Information**

RBL agrees that any information received by RBL during any furtherance of RBL’s obligations in accordance with this arrangement, which concerns the personal, financial, and/or other affairs of the Author, will be treated by RBL in full confidence and will not be revealed to any other persons, firms, or organizations, except as previously authorized by the Author. In addition, the Author understands that RBL’s activities, contacts, strategies, and tactics are also of proprietary means, and agrees to keep them in the strictest confidence.

**Guarantees**

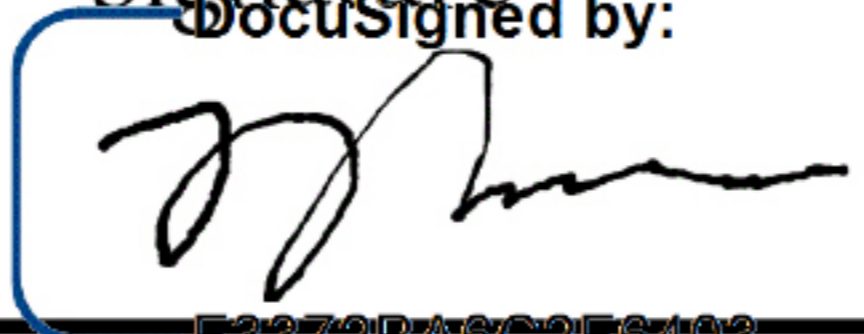
The Author understands that this arrangement is for specific services and that RBL cannot guarantee reviews, features, highlights, interviews, or any specific coverage—only that the contracted service hours will be executed appropriately and effectively according to reasonable industry standards. RBL also cannot guarantee good or positive reviews. The Author understands that once RBL begins pitching material for coverage that there is liability that outlets and contacts might respond unfavorably to the material.

**Late Fees**

There will be a ten percent (10%) fee for all payments and/or bounced e-checks delinquent in the first thirty (30) days; a twenty percent (20%) fee for all payments and/or bounced e-checks delinquent thereafter.

**Employment of Others**

The Author may, from time to time, request that RBL arrange for the services of others. All costs to RBL for those services will be paid by the Author, but in no event shall RBL employ others without the prior authorization of the Author.

	DocuSigned by:	
	[Redacted Signature]	3/7/2019
Printed Name (“Author”)	Signature DocuSigned by:	Date
Tyson Cornell		3/7/2019
Printed Name (“RBL”)	Signature F3372BA6C2F6403...	Date