



## Marketing Services Terms

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*This agreement is made between Pickawoowoo Publishing Group, ('Pickawoowoo') and the copyright holder of said book, assignee thereof, or anyone authorised to execute this Agreement ("Customer").*

*Payment of fees acknowledges Customers understanding of work terms .*

### **A. REQUEST FOR PROMOTIONAL ACTIVITIES**

**Title and Customer Information** - Pickawoowoo may post relevant information about Customer and the book on third-party websites (website, promotional opportunities like YouTube / TV, publicity opportunities such as radio). Information may include the book's cover, description of the Book, Customer's name /picture, and other related information to the services provided. However, the Customer reserves the right to have Pickawoowoo remove this information at any time.

### **B. SERVICES AVAILABLE**

1. Publishing Imprint / Logo
2. Facebook Fan Page
3. Twitter Profile
4. Basic HootSuite Subscription
5. Goodreads Profile
6. Goodreads Advertising Campaign
7. Amazon Author Exposure
8. Amazon Search Inside / Google Search Inside

### **C. NO GUARANTEE OF SALES**

Every effort is made to meet Customer's expectations however Pickawoowoo cannot promise that any of the Marketing services will result in the sales of a minimum number of copies of Customer's book. The Customer acknowledges that Pickawoowoo has no control over the purchasing decisions of book buyers and is not therefore liable to Customer or any other party if sales of the book do not meet Customer's expectations.

### **D. SERVICE AGREEMENTS BASED ON SERVICES PURCHASED BY THE CUSTOMER**

Individual services outlined from 1 - 8

Author Branding Package includes all of the services set forth services numbered 2 - 7

*Important: If Customer fails to submit any materials, revisions, etc., in a timely manner then the service cannot proceed until material is submitted.*

# 1 Publishing Imprint Logo

## i) Service Outline

This service includes the following:

- Custom designed publishing imprint logo for your book based on support sheet provided
- A pencil draft Publishing Imprint Logo to start then,
- Either One colour (Black and White) or Coloured
- Provided as high resolution print ready JPG or PNG file
- Up to two rounds of small revisions.

'Commencement of Service'. When the Customer sends a logo concept and Artist commences, it is at this point that Pickawoowo starts creating the publishing imprint logo. Once this service commences, there are no refunds.

## ii) Copyright of Publishing Imprint Logo

Everything Pickawoowo creates for the Publishing Imprint Logo is owned by the Customer.

Every effort is made to meet Customer's expectations however the Customer acknowledges that there is no guarantee that Customer will like the Publishing Imprint Logo developed by Pickawoowo despite Pickawoowo's best efforts. While Pickawoowo will attempt to create a Publishing Imprint Logo that fulfils the Customer's vision within the number of revisions outlined above, the Customer acknowledges that his/her dissatisfaction with any creative element is not grounds for any refund. The Customer can request further changes as outlined below.

## iii) Estimated Timeline / Add-ons

The first draft of the Publishing Imprint Logo will be completed within 7 (seven) business days from the actual date of provision of information by Customer. Pickawoowo shall have up to 5 (five) business days to work on each round of revisions submitted by Customer via email.

Customer can request further changes to the Publishing Imprint Logo after the two rounds of revision and the Customer shall pay \$88.00 (eighty-eight dollars) per hour, with a \$88 minimum charge. Such revisions will be completed within 7 (seven) business days from the date of payment by Customer.

Customer can request additional files to the Publishing Imprint Logo as outlined below Such revisions will be completed within 7 (seven) business days from the date of payment by Customer.

- If Customer requires multiple files such as high resolution, low resolution, various file formats then the Customer will pay for file additional files, file transfer and time to organise said files at \$37.50 (thirty-seven dollars and fifty cents) per file.
- If one colour (i.e. black and white) to be converted to additional colour versions then the Customer will pay for each colour file thereafter of original file JPG or PNG file at \$37.50 (thirty-seven dollars and fifty cents) per file.

- If one colour image created (i.e. black and white or one colour) to be converted into a MULTI-COLOURED logo then the Customer will Customer shall pay \$88.00 (eighty-eight dollars) per hour, with a \$88 minimum charge. Such revisions will be completed within 7 business days from the date of payment by Customer.

Pickawoowo acknowledges that the Customer is within their rights to hire anyone to make changes to the final Publishing Imprint Logo and is not required to pay Pickawoowo to make the requested changes. That said, Pickawoowo is not responsible for, and cannot offer support for any changes made by Customer once Publishing Imprint Logo files have been provided, unless Pickawoowo has specifically been hired to make such changes.

## **2 Customized Facebook® Fan Page**

### **i) Service Outline**

This service includes the following:

- Custom designed Facebook fan page for your book
- A downloadable pdf /epub file on Facebook for to Authors download
- Two page revisions

'Commencement of Service'. When the Customer approves their final bio, book cover and book synopsis OR on provision of said information, it is at this point that Pickawoowo starts creating the Facebook Fan Page. Once this service commences, there are no refunds.

### **ii) Copyright To Fan Page Content / includes Facebook Terms**

Everything Pickawoowo creates for the facebook Fan Page is owned by the Customer. Customer acknowledges via purchasing this service from Pickawoowo, the Customer is consenting to all Facebook terms and conditions for the purpose of - creation and use of a Fan Page.

Every effort is made to meet Customer's expectations however the Customer acknowledges that there is no guarantee that Customer will like the Fan Page developed by Pickawoowo despite Pickawoowo's best efforts. While Pickawoowo will attempt to create a Fan Page that fulfils the Customer's vision within the number of revisions outlined above, the Customer acknowledges that his/her dissatisfaction with any creative element is not grounds for any refund. The Customer can request further changes as outlined below.

### **iii) Estimated Timeline**

The first draft of the Fan Page will be completed within 10 (ten) business days from the actual Upload Date. Pickawoowo shall have up to 5 (five) business days to work on each round of revisions submitted by Customer via email.

Customer can request further changes to the Fan Page after the two rounds of revision and the Customer shall pay \$88.00 (eighty-eight dollars) per hour, with a \$88 minimum charge. Such revisions will be completed within 10 (ten) business days from the date of payment by Customer.

Pickawoowo acknowledges that the Customer is within their rights to hire anyone to make changes to the Fan Page and is not required to pay Pickawoowo to make the requested changes. That said, Pickawoowo is not responsible for, and cannot offer support for any changes made by Customer once Facebook Fan Page is live, unless Pickawoowo has specifically been hired to make such changes.

### **3. Customized Twitter® Page Terms**

#### **i) Service Outline**

This service includes the following:

- Twitter Page Set Up with Stylised Background and Header Image branded similar to other services provided in Author Branding Package
- A downloadable pdf /epub file on Twitter for to Authors download
- Two Rounds of Page Revisions
- 'Commencement of Service'. When the Customer approves their final bio, book cover and book synopsis OR on provision of said information, it is at this point that Pickawoowo starts creating the Twitter Page. Once this service commences, there are no refunds.

#### **ii) Copyright To Twitter Content / Twitter Terms**

Everything Pickawoowo creates for the Customers Twitter Page is owned by the Customer. Customer acknowledges via purchasing this service from Pickawoowo, the Customer is consenting to all Twitter terms and conditions for the purpose of - creation and use of a Fan Page.

Every effort is made to meet Customer's expectations however the Customer acknowledges that there is no guarantee that Customer will like the Twitter developed by Pickawoowo despite Pickawoowo's best efforts. While Pickawoowo will attempt to create a Twitter Page that fulfils the Customer's vision within the number of revisions outlined above, the Customer acknowledges that his/her dissatisfaction with any creative element is not grounds for any refund. The Customer can request further changes as outlined below.

#### **iii) Estimated Timeline**

The first draft of the Twitter Page will be completed within 10 (ten) business days from the actual Upload Date. Pickawoowo shall have up to 5 (five) business days to work on each round of revisions submitted by Customer via email.

Customer can request further changes to the Twitter Page after the two rounds of revision and the Customer shall pay \$88.00 (eighty-eight dollars) per hour, with a \$88 minimum charge. Such revisions will be completed within 10 (ten) business days from the date of payment by Customer.

Pickawoowo acknowledges that the Customer is within their rights to hire anyone to make changes to the Twitter Page and is not required to pay Pickawoowo to make the requested changes. That said, Pickawoowo is not responsible for, and cannot offer support for any

changes made by Customer once the Twitter Page is live, unless Pickawoowoos has specifically been hired to make such changes.

## **4. Hootsuite® Subscription**

### **i) Service Outline**

'Hootsuite' is an online social media organisational tool that is designed to allow the Customer to create and manage an online social media posting schedule.

The Customer acknowledges by purchasing this service from Pickawoowoos, the Customer is consenting to all terms and conditions of Hootsuite.com.

Pickawoowoos does not provide specific advice to a Customer regarding creation or actual posts related to the Customer's book subject. Hootsuite is provided to Customer to assist the Customer in scheduling and posting content and should be considered an organisational tool.

The Customer will be provided with Hootsuite login and password information from Pickawoowoos and the Customer will be solely responsible for maintaining this account.

## **5. Goodreads® Page**

### **i) Service Outline**

This service includes the following:

- Development of your Goodreads book page
- Development of your Goodreads author page
- Author verification for Goodreads Author Program
- Goodreads Giveaway of three copies of your book

Before Pickawoowoos begins execution of Service, Customer must complete the Goodreads Profile Questionnaire.

Pickawoowoos will set up on behalf of the Customer a temporary email account allowing so an author account on Goodreads.com to be created. Pickawoowoos will verify Customer's book on Goodreads.com and Goodreads.com will send an email to the temporary email account within 1-3 (one to three) business days.

By accepting these terms, the Customer gives Pickawoowoos permission to include book cover image, book description, and book information (i.e. page length, publication date, etc.). The Customer understands that he/she must provide book cover image, book description, book information to Pickawoowoos.

After the profile set up and giveaway are complete the Customer will be given the Goodreads account login information If Customer has purchased Pickawoowoos's Goodreads Advertising service, the Customer will be provided with the the account login information after the advertising program has finished.

Upon completion any updates and changes to the Customer's author profile and Goodreads page are the sole responsibility of the Customer and are not covered by the terms of this service.

Goodreads Giveaway is for print book only and includes:

- Ad management for 1 (one) month. Pickawoowo will host a 'Goodreads Book Giveaway' for Customer's book. Pickawoowo will undertake and host the Goodreads Giveaway from Customer's Goodreads account.
- The Customer is responsible for shipping 3 (three) physical copies of book to Giveaway winners within 5 (five) business days of receipt of winner contact information. Pickawoowo will provide the names and addresses of the three (3) winners.
- Customer is responsible for paying for shipping of 3 (three) books.
- After 1 (one) month the Goodreads giveaway is complete and Pickawoowo will provide a Summary with number of Goodread requests /activity, if any.
- Customer has the option to continue the campaign and have ad management transferred over to Customer or have Pickawoowo manage the ads,

*Note: If Customer book is available only in ebook format then the giveaway portion of this service will not be completed i.e. as part of Author branding package. No refund or credit is available for the Goodreads giveaway when this service is purchased for books available in ebook format only.*

## **ii) Copyright To Goodreads Page Content / Goodreads Terms**

Everything Pickawoowo creates for the Goodreads Profile service is owned by the Customer. Customer acknowledges via purchasing this service from Pickawoowo, the Customer is consenting to all Goodreads and conditions for the purpose of - creation and use of a Goodreads Page.

Every effort is made to meet Customer's expectations however the Customer acknowledges that there is no guarantee that Customer will like the Goodreads Page developed by Pickawoowo despite Pickawoowo's best efforts. While Pickawoowo will attempt to create a Goodreads Page that fulfils the Customer's vision, the Customer acknowledges that his/her dissatisfaction with any creative element is not grounds for any refund.

Goodreads, owned by Amazon is as a third party. Therefore they are entitled to make any changes that they see fit to their site without ramifications to Pickawoowo. Changes as such, are beyond Pickawoowo's control. If Goodreads makes any change that affect this service, Pickawoowo will provide Customer with a comparable alternative where possible.

'Commencement of Service'. When the Customer provides Goodreads profile information or questionnaire whichever is first the service commences. It is at this point that Pickawoowo starts creating the Goodreads Page. Once this service commences, there are no refunds.

## 6. Goodreads® Advertising Campaign

### i) Service Outline

This service costs includes the following:

- Ad management for duration of budget (discussed with Customer)
- Ad campaign with 4-6 (four - six) ads

### ii) Account Set Up and Procedure

Customer acknowledges that funds are required to kick start the advertising campaign - funds are discussed prior to commencement.

In the event that the Customer does not have a Goodreads account, the Customer must create one immediately or purchase Pickawoowo's Goodreads Page Service outlined in Item 5. The Customer agrees to provide Pickawoowo immediately with Customer's Goodreads username and password if Customer is using an existing Goodreads Account for Goodreads Advertising Campaign.

Customer is requested NOT to make alterations to the account during the campaign. In the event that Customer does make alterations within the Goodreads account while Pickawoowo is managing the campaign it may negatively impact on the final outcome of the Goodreads Advertising service.

Pickawoowo cannot estimate nor guarantee how long the Customer's budget will last during the campaign as this is determined by the number of clicks and/or visits to the Customer's Goodreads Page. The cost-per-click (CPC) is reliant on external factors such as demographics, competition for reach, topic, genre and more.

Once the budget has been acquitted within the first ad campaign (run out) Pickawoowo shall create a simple report showing the results of the campaign available to Customer.

The content for the Goodreads ads are written by Pickawoowo. Customer acknowledges that the content of the ads are the sole discretion of Pickawoowo and designed to maximize potential traffic to Customer's Goodreads Page. Pickawoowo write ads in a style and manner suitable for Goodreads but attempts will be made to please the Customer where possible.

### iii) Copyright To Ad Content / Goodreads Terms

Customer is permitted to utilise the Pickawoowo ad content for any purpose. The Customer further acknowledges that Pickawoowo are able to utilise similar content in other ads for other Customers books if applicable.

Goodreads, owned by Amazon is as a third party. Therefore they are entitled to make any changes that they see fit to their site without ramifications to Pickawoowo. Changes as such, are beyond Pickawoowo's control. If Goodreads makes any change that affect this service, Pickawoowo will provide Customer with a comparable alternative where possible.

'Commencement of Service'. When Pickawoowo starts researching Goodreads book genre demographics required for creation of actual ads the service commences. Once this service commences, there are no refunds.

#### **iv) Completion/Post Goodreads Ad Campaign**

At final conclusion of the Goodreads campaign the Customer will be given provision to access the Goodreads Advertising Account and all of the campaigns and data within the account.

#### **v) Continuation of Goodreads Ad Campaign**

If Customer requests and Pickawoowo agrees, the Goodreads campaign can be continued on a monthly basis for a \$175 (one hundred and seventy-five) monthly advertising fee. Payment proceeds fulfilment and must be paid in advance. This fee includes account management and reporting.

#### **vi) Estimated Timeline**

When Customer's book is available for sale through Amazon.com or Customer's website, whichever is first, Pickawoowo within 10 business days will commence work , research, account set-up on the advertising campaign and ads shall be completed and active.

The campaign duration is dependent on the goodreads competition and cost of the ads. The Goodreads advertising campaign is complete when the first pre-paid advertising value of funds are acquitted.

## **7. Amazon<sup>®</sup> Exposure Program**

### **i) Service Outline:**

This service includes the following:

- Amazon author profile, which includes
  - author photo
  - author bio
  - website link,
  - blog rss,
  - videos,
  - reviews,
  - other information about the book that Amazon will allow and the author provides

'Commencement of Service'. When the Customer provides Amazon author profile information, it is at this point that Pickawoowo starts creating the Amazon author profile. Once this service commences, there are no refunds.

### **ii) Account Set Up and Procedure**

All material for Amazon author profile must be provided by the Customer and sent to Pickawoowo.



Pickawoowo will set up a Customer profile on Amazon and the basic information will include an author photo and bio. Customer will also have the opportunity to include website link, blog rss, videos, reviews, and other information about the book that Amazon will allow and the author provides.

The Customer will be provided with the Amazon Customer profile login information upon upload of all information and on its completion. Beyond this time any author alterations, further updates, changes to the Customer profile will be the sole responsibility of the Customer and are not covered by the terms of this service.

Customer can request further changes to the Amazon author profile and the Customer shall pay \$88.00 (eighty-eight dollars) per hour, with a \$88 minimum charge. Such revisions will be completed within 10 (ten) business days from the date of payment by Customer.

### **iii) Estimated Timeline**

a) Pickawoowo will commence working on Amazon exposure program within five business days once the Customer's book is listed as 'For Sale' or 'Pre-Order' on Amazon.com. In the event that Customer's book has yet to be listed on Amazon.com then Pickawoowo will delay commencement of service until Customer's book is listed.

b) Customer acknowledges that Pickawoowo can only complete this program after

- Customer provides the needed profile materials.
- Customer's Book is listed 'In Stock' on Amazon.com and after

Once materials and book is listed as per above, Pickawoowo will within 10 (ten) business days complete the program setup.

Every effort is made to meet Customer's expectations however Pickawoowo cannot promise that Amazon author exposure creates book sales, ranking, or success of any kind on Amazon. The Customer acknowledges that Pickawoowo has no control over the purchasing decisions of book buyers and is not therefore liable to Customer or any other party if sales of the book do not meet Customer's expectations. Successes for other books used by Pickawoowo are not indicative of success that Customer's book may have on Amazon.

Amazon is as a third party. Therefore they are entitled to make any changes that they see fit to their site without ramifications to Pickawoowo. Changes as such, are beyond Pickawoowo's control. If Amazon makes any change that affects this service, Pickawoowo will provide Customer with a comparable alternative where possible.

'Commencement of Service'. Is defined as Pickawoowo staff beginning setup of Customer profile on Amazon. Once this service commences, there are no refunds.

## **8. AMAZON SEARCH INSIDE / GOOGLE BOOKS LISTING**

The Customer acknowledges that Pickawoowo has no control over third parties systems and algorithms therefore Pickawoowo is unable to guesstimate how long it will take for Customer's book to appear on any third-party website nor which portion of Customer's book appears on third-party websites.

## **a. Amazon.com “Search Inside!” Listing**

### **i) Service Outline:**

Customer acknowledges that they have reviewed 'Amazon.com Search Inside' service. details at Amazon.com prior to payment and acceptance of this Agreement.

### **ii) Estimated Timeline**

a) Only when Customer’s book shows on Amazon.com can Pickawoowoowoo submit the book to 'Amazon.com Search Inside' service.

b) Pickawoowoowoo will commence working on 'Amazon.com Search Inside' service within five business days once the Customer’s book is listed.

## **b. Google Books Listing**

### **i) Service Outline:**

a) Customer acknowledges that they have reviewed Google Books ([www.books.google.com](http://www.books.google.com)), service details prior to payment and acceptance of this Agreement. Customer further acknowledges by consenting to Google Books submission Customer consents to Google Books terms of service.

b) Customer acknowledges the Customer’s complete interior file is required for participation in Google Books, and neither Customer nor Pickawoowoowoo can control which 20 (twenty) percent (the lowest percentage offered by Google Books) of Customer’s Book is made searchable by Google.

c) Customer may request the listing be removed in writing however Pickawoowoowoo has no control over how long it will take for the listing of Customer’s Book to be removed.

### **ii) Estimated Timeline**

a) Only when Customer’s book is available online can Pickawoowoowoo submit the book to Google Books submission service.

b) Pickawoowoowoo will commence working on Google Books service within five business days once the Customer’s book is listed.

# Definitions

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## 2 Customized Facebook® Fan Page

'Custom Designed' means that the Facebook page will consist of the custom designed cover photo and profile image, which can include the book cover or author photo. Facebook Fan page will include the book cover, the title of the book, author name, a brief synopsis and one link to a website destination of the Customer's choosing.

'Facebook Account' is a registration with [www.facebook.com](http://www.facebook.com). The Customer must sign up for an account or use an existing account to take control of their fan page after the design service has been executed.

'Facebook Fan Page' ('Fan Page') is a page on Facebook dedicated to Customer's book or the Author and is separate from the Customer's personal account and/or other business pages. The Facebook Fan Page is managed through a Facebook Account. The content on the Fan Page created by Pickawoowoowoo on behalf of the author shall consist of the following: one custom banner and one profile image as well as the addition of author's biography.

'Facebook for Authors' is a download made available to the Customer via the Pickawoowoowoo Customer Center. It provides tips on how to use Facebook and develop and post content to the Customer's Facebook Fan page after Pickawoowoowoo has created it.

'Page Revisions' are when parts of the Fan Page are edited or altered. The only types of revisions available are to the text and design elements of the cover photo and profile image. Facebook only allows changes to certain elements on a page and we are only able to edit content as allowed by Facebook.

'Social Media Planning Template' is an organizational tool in the form of a spreadsheet that allows the Customer to develop a social media posting schedule. This is provided to Customer to assist the Customer in planning their social media efforts and does not provide specific advice to an Customer regarding posts related to the Customer's book subject.

'Upload Date' is the date on which the Customer uploads and/or approves his/her final bio, book cover and book synopsis on the Pickawoowoowoo Customer Center.

## 3 Customized Twitter® Page Terms

### i. Definitions

'Customized Themed Background' means that your Twitter page will have a background image that incorporates the look and feel of your book cover.

'Customized Themed Header Image' means that your Twitter page will have a header image that incorporates the look and feel of your book cover.

'Page Revisions' are when parts of the Twitter page are edited or altered. The only types of revisions available are to the text and design elements within the background image or header image. Twitter only allows changes to certain elements on a page and we are only able to edit content as allowed by Twitter.

'Twitter Account' is a registration with [www.twitter.com](http://www.twitter.com). Pickawoowoowoo will set up a Twitter account for Customer if Customer does not already have one and/or if Customer wants to use a separate account for his/her Twitter page provided via this service. Customer acknowledges that after the Twitter page is set up and launched, Customer is responsible for maintaining the account and providing any content, aka Tweets (140 character messages).

'Twitter for Authors' is a download made available to the Customer via the Pickawoowo Customer Center. It is a guide with tips for effectively using Twitter to promote your book.

'Upload Date' is the date on which the Customer uploads and/or approves his/her final bio, book cover and book synopsis on the Pickawoowo Customer Center.

#### **4 Hootsuite® Subscription**

'Hootsuite' is an online social media organizational tool that allows the Customer to develop and manage a social media posting schedule online.

#### **5 Goodreads® Page**

'Goodreads Page' is a page on Goodreads dedicated to a Customer's book. The Goodreads page is managed through a Goodreads Account.

'Goodreads Account' is a registration with [www.goodreads.com](http://www.goodreads.com). Pickawoowo will set up a Goodreads Account for Customer if Customer does not already have one. Customer acknowledges that after the Goodreads page is set up and launched, Customer is responsible for maintaining the account and providing any content.

'Goodreads Profile Questionnaire' is the questionnaire that Customer must fill out prior to service commencement.

'About the Author' is a page on Goodreads dedicated to Customer's author information. This information can include, author bio, author photo, gender, place of birth, etc.

'Goodreads Author Program' is a feature on Goodreads that verifies user is the author of the book listed. Once verified, Goodreads will add an Author Badge to Customer's Goodreads page.

#### **6 Goodreads® Advertising Campaign**

'Ad Management' means advertisements will be created and distributed through the Goodreads Advertising platform on behalf of the Customer. Pickawoowo will do all of the campaign research, setup, and execution for the Customer. Pickawoowo will monitor the advertisements during the length of the campaign and make any necessary adjustments to the advertising settings deemed necessary for campaign optimization.

'Ads' or 'Advertisements' are the specialized messages that will be displayed in Goodreads. When clicked, an advertising fee is incurred and the person that clicked will be sent back to Customer's Goodreads page provides or website URL provided by Customer.

'Ad campaign' is a group of ads within the Goodreads Advertising that are all funded together.

'Length of campaign' is setup of advertisements and duration

'CPC' or 'Cost Per Click' is the amount paid to Goodreads each time an advertisement is clicked.

'Goodreads Account' is a registration with [www.goodreads.com](http://www.goodreads.com). Pickawoowo will set up a Goodreads Account for Customer if Customer does not already have one. Customer acknowledges that after the Goodreads page is set up and launched, Customer is responsible for maintaining the account and providing any content.

'Goodreads Page' is a page on Goodreads dedicated to a Customer's book.