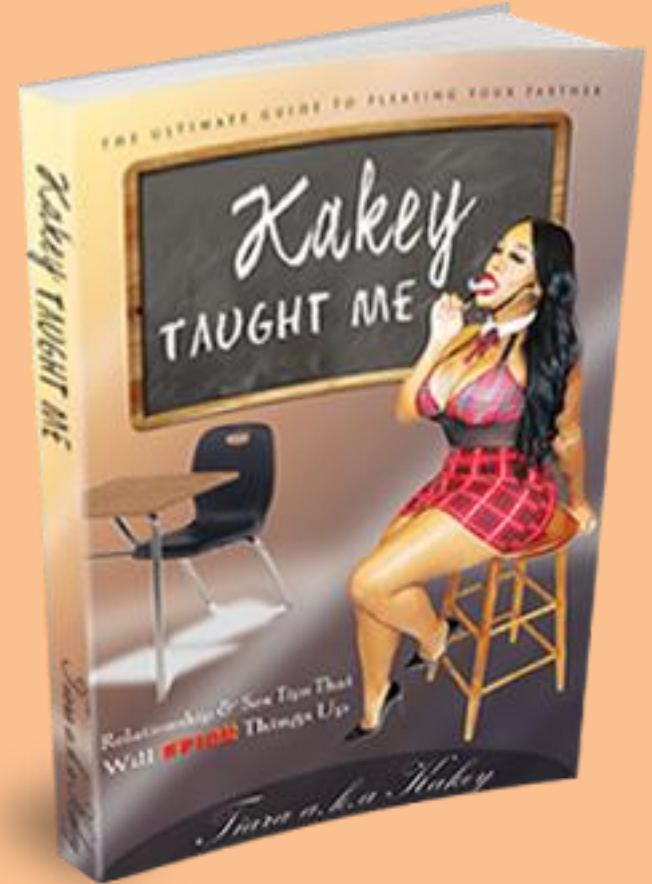


Kakey TAUGHT ME

Relationship & Sex Tips That
Will **SPICE** Things Up



Advertising Kit



Kakey TAUGHT ME

FORTUNE PUBLISHING GROUP
SPONSORSHIP OPPORTUNITIES AVAILABLE
CALL (443) 767-4900 EXT. 1000
EMAIL: INFO@FORTUNEPUBLISHINGGROUP.COM



“ How Would You Like to Have an Ad That Lasts a Lifetime? ”

Bottom line...if you could have your business promoted through a medium that not only offers years of shelf-life, but also the critical third-party credibility and endorsements you can never get enough of, isn't that something that would interest you?

Well, if you could have your marketing message printed in thousands of books tied to another non-competing and complimentary business, wouldn't that have value to your business in terms of a highly affordable means of gaining visibility and exposure?

People rarely throw-out a book, especially one that was personally given to them by the author.

Now, you can leverage the credibility of an author by placing your ad in thousands of copies of one's book, covering topics that relate to the products and services you deliver. The opportunity for reciprocal referrals are profound when examining the power of exposing your business within the pages of a book written by someone respected in their field.



Advertising Kit

Book



“Kakey Taught Me” Book Summary

Are you having relationship issues or just want to spice things up in your sex life?

Did you know that Your Sex Life can help you achieve Your Best Life?

If sex has decreased in your relationship, or perhaps sex is just feeling dull, uncomfortable, or obligatory instead of actually fun. It's possible, your relationship is probably encountering some issues.

Let's face it, sexual satisfaction contributes to relationship satisfaction, and good sex can even offset the negative effects of communication problems in relationships.

Beyond physical intimacy, emotional intimacy — including honest, vulnerable conversations is essential for every romantic and sexual relationship. Sex and communication should be about exploring together and helping each other feel good.

“Kakey Taught Me” provides lots of tips and pointers on keeping things spicy in the bedroom. Kakey is a former adult industry star who knows all the tricks to satisfy your partner no matter what they are into. Kakey's tips can help you improve your overall relationship. She also shares some of her salacious stories that are sure to get the juices flowing.



Reach Customers Nationwide

Advertise In a Published Book

We are offering an opportunity for you to benefit from all of the publicity that will be generated when we launch this book and a way for you to advertise in the book itself putting your company directly in front of the readers of this book.

You've NEVER seen anything like this before! Advertising in the back of a book! You will be shocked about how little this costs compared to the numerous benefits.

We are doing a section at the back entitled, "Resources The Author Recommends" and you can place an ad for your company in the back of the book, be seen at every point when the book and/or author is promoted or publicized.

This is NOT for everyone. Dozens will apply but we are only taking one (1) company per industry so if this interests you please be in touch as soon as possible to see if your industry is still available.

Connect With Your Audience



The Author



Tiara aka Kakey

Tiara a.k.a. Kakey is a people person and connector! Kakey is a former adult industry star who knows all the tricks to satisfy your partner no matter what they are into. Kakey's tips can help you improve your overall relationship. She also shares some of her salacious stories that are sure to get the juices flowing.

Kakey has been able to help so many people over the course of her career with relationship and sex advice. She believes Sex offers many benefits outside of pleasure it is good for your brain, body, and relationship.

Furthermore, having less sex than you wish you were having can make your relationship less stable and increase the likelihood of a breakup,

"Kakey Taught Me" provides lots of tips and pointers on keeping things spicy in the bedroom.

Advertising Kit



Title: Kakey Taught Me

Author: Tiara a.k.a Kakey

Subtitle: Relationship & Sex Tips That Will Spice Things Up

Release Date: January 2022

Pages: 150 (approximately)

Price: \$19.95

email: info@fortunepublishinggroup.com

Phone: (443) 767-4900 ext. 1000

Agent: Max Fortune

Book Info



Advertising Kit

Become a Sponsor in this Book

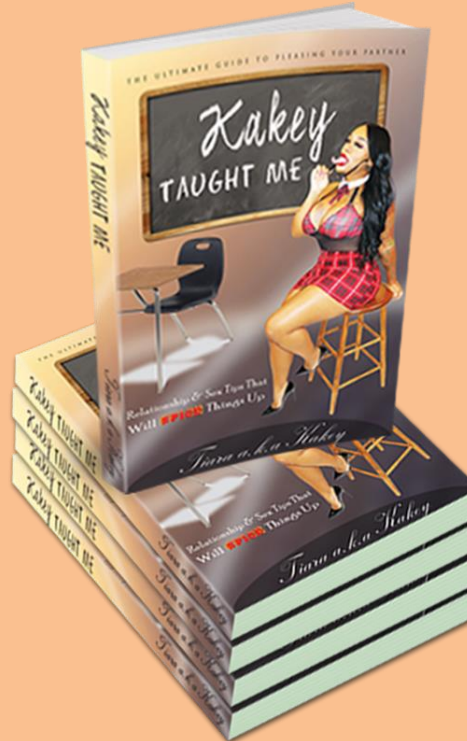
Sponsorship Benefits

People Never Throw
A Book Away

Author
Endorsement

Exclusivity

Prestige



Targeted 3rd Party
Exposure

Pre-qualified
Leads

Credibility

Cost





Logo Placement

Whenever anyone sees this book, they will see your logo.



Massive PR Campaign

Logo placement on all press releases for TV, Radio, Newspaper, Magazine interviews



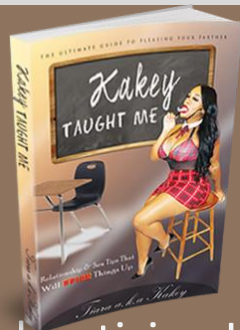
Author Appearances

you will be invited to participate when author makes appearances.



Reach More Clients

Sponsor a Book and gain market penetration.



Advertising Kit



Gain Market share

Get access to a large number of Pre-Qualified Leads.



Co-Branding

Booth Exhibit at speaking engagements, trainings, book launch tour, promo events marketing.



Sponsorship Benefits

Social Media Campaign

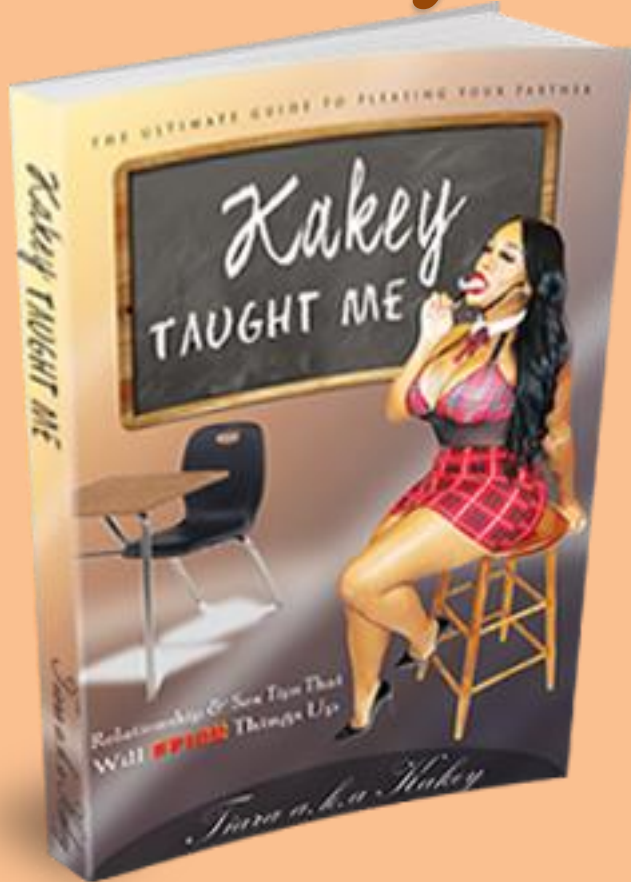
Logo placement on all social media sites.



E-mail Marketing

Link placement in E-Mail marketing campaign.

Why Become a Sponsor?



What You Get:

- FULL PAGE AD FOR THE LIFETIME OF BOOK
- PRODUCT ENDORSEMENT ON SOCIAL MEDIA PAGES FOR “KAKEY” (over 1 Million Impressions)
- BUSINESS LINK ON www.KakeyTaughtMe.com
- BUSINESS LOGO ON www.KakeyTaughtMe.com
- LINK PLACEMENT IN EMAIL MARKETING CAMPAIGNS
- BANNER AD ON WEBSITE www.KakeyTaughtMe.com
- PRODUCT PLACEMENT WITHIN THE BOOK
- INCLUSION IN THE EXTENSIVE “KAKEY TAUGHT ME” MARKETING CAMPAIGN
- BOOK SIGNING AT YOUR VENUE (inviting her Million + fan base to attend)
- LOGO PLACEMENT ON PRESS RELEASES FOR: “KAKEY TAUGHT ME”
- INDUSTRY EXCLUSIVITY (no other competitors will be advertised in book)
- TWO - FOUR HOUR PERSONAL APPEARANCE AT YOUR VENUE (inviting her Million + fan base to attend)
- LOGO ON 10K POSTCARDS FOR “KAKEY TAUGHT ME”
- LOGO ON 10K BOOKMARKS FOR “KAKEY TAUGHT ME”
- 100 (6X9) PAPERBACK COPIES OF “KAKEY TAUGHT ME”
- SPECIAL WHOLESALE PRICING ON FUTURE COPIES OF THE “KAKEY TAUGHT ME”



ADVERTISE IN A BOOK MARKETING PLAN

Advertisements:

Advertising will be procured via the following websites: BookBub, KindleBoards, Goodreads, and BookGorilla. The advertisements will send traffic to 1. The Amazon sales page for the initial book launch, and 2. The Amazon sales page for the “free promo” days. The advertisements will be a book description and front cover image.

Social Media:

Social media will play a major role in marketing “*Kakey Taught Me*”. Social media posts on Twitter, Instagram, TikTok, Facebook, and LinkedIn will point to the blog posts mentioned in the “Blog Tour” section. This indirect promotion will strengthen the overall marketing strategy by cross-referencing posts, articles, and social media mentions. Your company or product will receive a 30-60 second product or service endorsement that will be posted on all Kakey’s social platforms, providing over One Million impressions for your product or service.

Blog Tour:

The author will write and submit requests to post articles on relevant blogs, focused on helping people who are looking for relationship and/or sex advice. These posts will mention “Kakey Taught Me” and will link to the Amazon sales page, but will not be overtly focused on selling. The author will prepare and write 20 posts for this purpose and will attempt to publish at least 20 on relevant blogs. The author will try to schedule the blog post “go-live” dates for the first week after the launch date.

ADVERTISE IN A BOOK MARKETING PLAN

Interviews:

The author will seek out at least 20 interview opportunities both on podcasts (audio) and on blogs (written). 20 questions and answers will be pre-written, but the author of course request that additional/alternative questions be asked. These interviews will focus on relationship and/or sex advice. The author will try to schedule the interview “go-live” dates for the third week after the launch date.

In-Person Appearances:

The author will come to your venue for a 2 – 4 hour promotional event where she will invite her fan base of over One million followers to attend. She will plan to schedule book signings and meet-ups one month after launch, to coincide with the release of “*Kekey Taught Me*.” Any soft copy books sold in this way will include at least a bookmark, along with a printed postcard with **YOUR COMPANY LOGO** being co-branded on all print material as well.

Book Websites:

One of the most effective ways to promote a book is to harness the power of established book promotion sites and tap into their readership. Fortune Publishing Group plans to promote “*Kekey Taught Me*” on various book websites.

ADVERTISE IN A BOOK MARKETING PLAN

Mailing List:

Kekey maintains an email list of 5,000 or more customers who have purchased products or services from her, Fortune Publishing Group will send an extensive drip campaign promoting “*Kekey Taught Me.*” A small cover image will be placed at the bottom of all emails. These mentions will begin during launch week and continue throughout the first two months (at least) after the launch date.

KekeyTaughtMe.com:

KekeyTaughtMe.com is a website focused on providing relationship and sex advice and will serve as the hub for all of the marketing surrounding her book . Prior to launch week, the website will mention “*Kekey Taught Me*” and where it will be available. Three to four weeks after launch week, **KekeyTaughtMe.com** will host a giveaway for copies of “*Kekey Taught Me*” in paperback format.

Social Media Updates:

The author will post announcements, updates, and release/launch information on her personal social media pages which has over One Million connections. These announcements will focus on keeping the author’s large network of friends, family and customers up to date with “*Kekey Taught Me.*”

ADVERTISE IN A BOOK MARKETING PLAN

Word-of-Mouth:

The author will ask her 1 Million + base of fans, friends, family and customers to post links to “Kakey Taught Me” on Facebook, Twitter, Instagram, Tik Tok and other social media feeds, and will request that if they are going to buy the book, that they all purchase on launch day (to drive additional “early-bird” sales).

Book Trailers/Video Marketing:

Fortune Publishing Group plans to create several book trailers which are helpful marketing tools to promote “Kakey Taught Me.” Adapted from the term movie trailer, a book trailer is a short promotional video distributed across multiple platforms to help increase the book’s online presence and reach a wider audience.

Social Media Groups:

Social Media Groups are all about finding your target audience and engaging in meaningful conversation, providing useful, valuable content with the goal of building trust, brand awareness and gaining the position of an expert and a thought leader. Fortune Publishing Group plans to position “Kakey Taught Me” in targeted groups that share the same focus as the book.

Book Signings:

Fortune Publishing Group will seek out local bookstores and shops and will plan to schedule book signings and meet-ups one month after launch, to coincide with the release of “Kakey Taught Me.”

ADVERTISE IN A BOOK MARKETING PLAN

Author Website:

Fortune Publishing Group plans on creating an author website for KekeyTaughtMe.com which, is an authors most critical tool for book promotion and long-term platform development. It serves as a 24/7 resource for readers and media serving as an online hub for everything surrounding “*Kekey Taught Me.*”

Bulk Sales Opportunities:

Fortune Publishing Group will seek large corporations that can distribute “Kekey Taught Me” at their events or tradeshow. Instead of a coffee mug, pen or other boring promotional item, they can give away “*Kekey Taught Me!*”

A local business might be thrilled to set up a large display of “Kekey Taught Me” books as a way to entice new customers.

Book Signings:

The excitement you have for your subject matter is passed on firsthand to members of your audience, and when that happens, it not only generates book sales but also turns them into brand evangelists for you. If you can create that one-to-one personal connection at book author speaking engagements, it will spark a chain reaction of readers who become deeper fans of your work and can’t wait to tell others all about it.

ADVERTISE IN A BOOK MARKETING PLAN

Press Releases:

Fortune Publishing Group will formulate several Press releases which can be distributed to millions of people around the world instantly through email and social media by using a press release distribution services.

SEO Optimization:

Backlinks

Fortune Publishing Group plans to utilize specialized tools and methods for generating internet “Backlinks” that lead back to “Kakey Taught Me” and boost web rankings.

Banner Advertisements:

Fortune Publishing Group plans on designing and placing Banner advertisements on various websites which are another tool that when properly placed will lead to increased web traffic and revenue. However, when encoded correctly banners ads can also be used as analytic tools and provide additional backlinks.

Book Reviews:

Fortune Publishing Group will seek book reviews of “Kakey Taught Me” which can increase book sales. The entire point of book reviews is to provide social proof as to the quality of the book being reviewed. It shows people who are browsing through different books that this is one that other people have invested time and money into, and received a satisfying return on their investment.