SOCIAL MEDIA MANAGEMENT & AUDIENCE GROWTH PROPOSAL

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A Long-Term Partnership to Grow the Readership of *Love or Die Trying*



FEATURED MEMOIR

Love or die trying

How I Lost It All, Died, and Came Back for Love — Bob Ramsay

PREPARED FOR
Bob Ramsay

PREPARED BY
Carmen S. Johnson

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EXECUTIVE SUMMARY

A Partnership Built for the Long Run

Bob, this proposal outlines a comprehensive, long-term partnership designed to position **Love or Die Trying** as a recognized force within the memoir and personal transformation space. This is not a short-term marketing campaign. This is a sustained collaboration built on consistent presence, authentic reader connection, and strategic audience development across the platforms where your ideal readers spend their time every single day.

You wrote a book about resilience, second chances, and the transformative power of love. My role is to ensure that story reaches the thousands of readers actively searching for exactly what you offer — hope, honesty, and proof that starting over is possible at any age.

This proposal presents a full-service social media management partnership where I serve as your dedicated social media expert, handling every aspect of your online presence so you can focus on what you do best: writing, speaking, and living the story that inspired the book in the first place.

Who I Am & What I Do

I am not a marketer who runs ads and disappears. I am a Social Media Manager and Content Strategist for Authors, specializing in building and sustaining authentic online communities that convert passive scrollers into engaged readers and loyal advocates.

My work centers on long-term account management — not campaigns, not sprints, but ongoing, strategic growth. I work with authors who understand that visibility is not a one-time effort. It is a discipline. A rhythm. A presence that compounds over time.

HERE IS WHAT THAT MEANS FOR YOU

- ✓ **I manage your accounts** — fully, daily, strategically.
- ✓ **I create your content** — platform-optimized posts, captions, hooks, visuals, and video concepts designed specifically for reader engagement.
- ✓ **I post on your behalf** — consistently, professionally, in your voice.
- ✓ **I engage with your audience** — responding to comments, messages, shares, and mentions so your readers feel seen and valued.
- ✓ **I monitor performance** — tracking what works, refining what doesn't, and adapting strategy in real time to maximize reach and conversion.
- ✓ **I protect your time** — you do not need to learn algorithms, trends, or platform updates. You simply approve content, provide input when needed, and watch your readership grow.

> *This is not about teaching you to do social media. This is about doing it for you, at the highest level, so your book gets the sustained visibility it deserves.*

PLATFORM STRATEGY

Why Facebook & TikTok Are Non-Negotiable

Your story spans generations. It speaks to readers in their twenties who are struggling with addiction, readers in their forties who feel like they have lost everything, and readers in their sixties who wonder if love and adventure are still possible. That demographic and psychographic range requires a multi-platform strategy, and Facebook and TikTok are the two most powerful platforms for reaching them.

Facebook — The Platform for Deep Connection & Community

Facebook remains the largest social media platform in the world, with 3.07 billion active users. More importantly, it is where readers over 35 spend significant time, and where book-related communities thrive.

- ✓ **Your core demographic is here.** Readers aged 40–65, many of whom have experienced loss, addiction, or reinvention, are highly active on Facebook.
- ✓ **Longevity and discoverability.** A well-crafted post can continue generating engagement, shares, and clicks for days or even weeks.
- ✓ **Community building.** Facebook Groups and Pages allow for direct, ongoing conversation with readers who become advocates for your work.
- ✓ **Shareability drives organic reach.** Word-of-mouth amplification is critical for memoir, where personal recommendation is the strongest driver of discovery.
- ✓ **Facebook integrates with Amazon.** Posts linking to your book page drive measurable traffic, reviews, and conversions.

WHAT I WILL DO ON FACEBOOK

- Establish and optimize your Author Page with compelling visuals, bio, and pinned content.
- Develop a content calendar featuring story excerpts, behind-the-scenes reflections, reader testimonials, and engagement-driven questions.
- Engage daily with comments, messages, and shares, building genuine relationships with readers.
- Identify and participate in relevant Facebook Groups (recovery, memoir readers, book clubs) as a trusted voice.
- Run strategic organic campaigns around key moments — anniversaries, media features, reader milestones.

PLATFORM STRATEGY, CONTINUED

TikTok — Explosive Discovery & Viral Reach

TikTok has 1.7 billion active users, and BookTok has become one of the most powerful forces in publishing. Books that gain traction on TikTok see immediate spikes in sales, reviews, and recognition. Memoirs, in particular, perform exceptionally well because TikTok rewards raw storytelling and emotional authenticity.

- ✓ **Your story is inherently TikTok-ready.** A man who lost everything, died, came back, and found love — that is the kind of story that stops the scroll.
- ✓ **BookTok drives book sales.** Readers trust BookTok recommendations more than traditional advertising.
- ✓ **Reach is not dependent on follower count.** A single well-crafted video can reach hundreds of thousands of viewers, even starting from zero.
- ✓ **Younger and mid-range demographics.** The 25–45 audience is highly active and represents a massive potential readership.
- ✓ **Video builds emotional connection fast.** A 30-second reflection creates instant emotional resonance that static posts cannot match.

WHAT I WILL DO ON TIKTOK

- Create and manage your TikTok account, optimizing profile, bio, and visual branding.
- Develop storytelling-hook content rooted in BookTok trends — e.g. "*Things no one tells you about losing everything and starting over,*" "*I died and came back. Here's what I learned about love,*" "*At 40, treatment center. At 50, climbing mountains with the love of my life.*"
- Script, storyboard, and guide video creation — simple phone clips on your end, voiceover / text-on-screen / B-roll to minimize on-camera time.
- Post consistently, 3–5 times per week minimum, to build algorithmic momentum.
- Engage with the BookTok community, trends, and aligned influencers.
- Monitor trending sounds, hashtags, and formats in real time.
- Track performance meticulously and double down on what works.

SCOPE OF WORK

What Full-Service Management Looks Like

This is not a consultation. This is not a course. This is hands-on, done-for-you management of your entire social media ecosystem.

CONTENT CREATION

- All captions, hooks, and calls-to-action in your voice.
- Designing / sourcing all visuals and video thumbnails.
- Video concepts, scripts, and storyboards.
- Monthly content calendar tied to themes & moments.

AUDIENCE ENGAGEMENT

- Responding to comments, messages, mentions daily.
- Liking, sharing, interacting with tagged reader content.
- Building relationships with readers & influencers.
- Moderating a positive, supportive space.

ACCOUNT MANAGEMENT

- Posting on your behalf across Facebook & TikTok.
- Managing bio, links, highlights, pinned posts, covers.
- Brand consistency and messaging clarity.

STRATEGY & OPTIMIZATION

- Weekly analytics: followers, engagement, reach, conversion.
- A/B testing formats, posting times, messaging.
- Monthly strategy refinement based on data.
- Clear, digestible performance reports.

COMMUNITY BUILDING

- Identifying and engaging relevant groups, hashtags, communities where your ideal readers gather.
- Encouraging and amplifying user-generated content — reviews, photos, testimonials.
- Fostering connection and belonging — turning casual followers into passionate advocates.

OUR APPROACH

Why This Is a Long-Term Partnership

Social media growth is not a sprint. It is a compounding investment. The authors who see sustained success are the ones who commit to consistent presence over months and years, not weeks.

- ✓ **Algorithmic momentum builds over time.** Stopping and starting destroys the momentum platforms reward.
- ✓ **Audience trust is earned, not bought.** Sustained growth comes from regular, authentic presence.
- ✓ **Content compounds.** A video posted six months ago can still be driving traffic today.
- ✓ **Your book deserves ongoing visibility.** A timeless story deserves a timeless presence, not a 90-day campaign.
- ✓ **Seasonal moments matter.** Anniversaries, milestones, and features are opportunities a long-term partnership captures.

> *I am proposing a 12-month minimum commitment — time to build momentum, refine strategy, and see measurable, sustainable growth. After that, we continue as long as the work is driving results and serving your goals.*

What Success Looks Like — By End of Year One

- ✓ A fully optimized, professionally managed presence on Facebook and TikTok.
- ✓ Thousands of new followers — genuine readers and advocates.
- ✓ Increased traffic to your Amazon page: link clicks, review velocity, sales rank.
- ✓ A growing library of high-performing content that keeps working long after it's posted.
- ✓ Stronger reader relationships and an engaged, vocal community.
- ✓ Enhanced credibility and authority as an author and speaker.
- ✓ More opportunities — media features, podcasts, speaking engagements, collaborations.

INVESTMENT & TERMS

Investment & Terms

This is a comprehensive, full-service social media management partnership. I am committing to managing every aspect of your Facebook and TikTok presence, creating content, engaging with your audience, and driving measurable growth.

$700 USD

MONTHLY INVESTMENT

THIS INCLUDES

- ✓ Unlimited content creation — posts, captions, graphics, video concepts.
- ✓ Daily posting and engagement across Facebook and TikTok.
- ✓ Full account management and optimization.
- ✓ Strategy development and monthly performance reporting.
- ✓ Ongoing communication and collaboration via email.

Commitment	12-month partnership (renewable)
Payment	Due monthly, at the beginning of each month
Agreement	A signed agreement outlining scope, expectations, and deliverables to ensure alignment

MOVING FORWARD

Next Steps

1. Review this proposal and consider whether this level of partnership aligns with your vision for *Love or Die Trying*.
2. Send me your questions, thoughts, or requested adjustments via email. I am happy to refine any aspect of this proposal so it feels right for you.
3. Provide approval, and I will send over a formal agreement and invoice to begin immediately.

> *Bob, you wrote a book that deserves to be read. My job is to make sure it is. This is not about quick wins or short-term tricks. This is about building something real, something lasting, something that continues to grow and serve readers long after we start.*

I am ready to be your partner in this. Let's make *Love or Die Trying* the story that finds the readers who need it most.

Warmly,

Carmen S. Johnson
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