novus
PUBLISHERS

SERVICE BRIEF

Tell Readers What Your Book Is

Book descriptions, author pages and launch material for independent authors



hello@novuspublishers.com

novuspublishers.com

Start With the Reader

Most book marketing problems start before any marketing does. If the description can’t say what the book is and who it’s for, no amount of posting will fix that. So we start with three questions.

What is the book about?

In words a stranger would understand.

Who is it for?

Someone specific enough to picture.

Why pick it up?

The reason this reader would care.

What That Does to a Book Description

BEFORE

A powerful and moving journey of family, memory and loss that will stay with you long after the final page.

AFTER

Ruth has spent twenty years avoiding the salt flats where her father died. Then a letter arrives from the sister she stopped speaking to, and it only asks for one thing: a ride.

Illustrative example for a fictional title.

Is It Right for You?

This service suits authors preparing a release, building an author presence or revisiting the presentation of an existing book. It starts with the genre, readership, available material and the author's capacity to maintain the work.

Small projects are fine

Yes. A smaller project can focus on specific material. Share the current version, the book and the intended reader so the scope can be discussed.

The Service

We start with what the book offers and who it is for. Then we prepare the agreed pieces: a book description, author biography, website copy, launch content or social assets. The plan sets out where and how to use them.

1. ### Book positioning
   Identify the likely reader and the details that help them decide to read. We review the book, its likely readership and your existing author presence.

2. ### Descriptions and author copy
   Write a useful book description, biography or author-page copy.

3. ### Launch material
   Prepare the agreed website, social and release assets. You get a practical plan for using it, sized to the time you actually have.

Straight Answers

Can you guarantee sales or reviews?

No. The deliverables are the agreed research, copy, assets and work performed. Sales and reader responses depend on factors outside a service provider's control.

Does this include paid advertising?

Only if it is explicitly commissioned. Content production, campaign planning, ad spend and campaign management are different costs and responsibilities.

What This Delivers

- **A clear statement of who the book is for**, which everything else is written from.
- **Copy you can use everywhere:** your retailer listing, author page and launch posts.
- **A plan you can keep up**, based on your capacity to maintain the work.



What's Included

Component	Details
Audience and message brief	A clear starting point for the copy and launch choices.
Book and author copy	The description, biography or page copy commissioned for the project.
Launch assets and plan	The agreed material and a practical handover for using it.
Author website	An author website or book landing page, built with our sister studio Novus Digital, where commissioned.

What we'll need from you

- The book, or a summary if it isn't finished
- Your current description and author bio, if you have them
- Who you think the reader is
- Your release plan, and how much time you can give to this

Your proposal lists the channels, content, responsibilities, cost and schedule.



Tell us who you think it's for.

hello@novuspublishers.com

novuspublishers.com