

STUDIO LUCE BOOKS

2026 PRICING



PACKAGES | 3-Month Minimum

Publicity Package — \$500/month

- Live publicity planner
- Podcast tour placements and organization.
- Securing op-ed placements and media opportunities.
- Interviews & “In Conversation” appearances
- Monthly strategy meeting to review campaigns and next steps

Marketing & Media Package — \$600/month

- Website support, updates, and edits
 - Includes SEO audits and improvements
 - Includes event pages, newsletter integration
 - Video content added to website
- Book Trailer Included
- Detailed Social Media / Instagram analysis with actionable growth plan
- Up to 2 posts per week on your chosen platforms
 - Audience engagement and response management
 - Unique content creation (including video) for social media including reels/posts/giveaways
 - Graphic design templates for posts and stories
- Substack/newsletter setup, launch, maintenance, and ongoing posting and support
 - Custom-branded weekly email newsletters.
 - Fully integrated with your author website.
- Monthly strategy meeting to review performance, content, and growth

Comprehensive Package — \$1,000/month

- Everything in Publicity + Marketing & Media Packages + Bepsoke Consultation
- Reading of the book for tailored positioning
- Monthly strategy meetings included
- Optional add-ons available (see next page)

Package Contract Terms

- Minimum 3-month commitment for monthly packages
- Add-ons billed separately
- 4+ month commitment includes 10% discount

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ONE-TIME SERVICES



New Website Build — \$3000 one-time

- Custom website design tailored to your brand and book(s)
- Fully responsive layout for desktop, tablet, and mobile
- Integration of event pages, newsletter signup, and SEO best practices
- Video content and media galleries included
- Pages: Homepage, About the Author, Books/Writing, Contact Form, Optional Blog
- Integrated video trailer (if provided).
- Newsletter signup with pop-up integration.
- SEO-optimized content for organic reach.
- Includes up to 3 revisions to align with your vision.
- Up to 3 rounds of revisions
 - Note: Hosting costs (e.g., Wix, Squarespace) not included.

Bespoke Consultation — \$300 one-time

- In-depth analysis of your online profile and brand presence
- Written guide with personalized recommendations and actionable next steps
- 1-hour live feedback and strategy call

Video/Book Trailer — \$400/project

- Professional trailer using stock footage and licensed music
- Up to 3 rounds of revisions