

Cover Reveal Countdown

Terms of Service

In this document, “Cover Reveal Manager” shall refer to Savannah J. Goins; “Author” to the person with whom Cover Reveal Manager shall have primary contact in organizing the event; and “Book” to the book whose cover will be revealed.

Potential Online Event Participants

Cover Reveal Manager will handle all necessary communications with participants in the cover reveal countdown. Author will supply Cover Reveal Manager with contact information (email addresses) of appropriate potential participants (street team members, those who have expressed an interest in Author’s previous books, and other interested parties). Cover Reveal Manager will contact potential participants on the Author’s behalf, requesting permission to send information regarding the Cover Reveal. This is for professionalism and out of respect of potential participants’ time. Cover Reveal Manager will send further information to all potential participants who are interested and ask for participation confirmation. Cover Reveal Manager will compile the list of confirmed participants and will send Cover Reveal information to them each day of the online event. Cover Reveal Manager will NOT email Author’s entire subscriber list. In order to maintain quality control and positive relationships between the Author and their audience, Cover Reveal Manager will only contact a manageable number of people and will only pursue contact with those who have given permission. Spamming Author’s subscriber list would likely result in annoyance to and loss of subscribers.

Cover Reveal Manager will tally all entrants after the Cover Reveal Countdown and select the winner using a random number generator. Cover Reveal Manager will also create a graphic for the Author’s use in announcing the winner on social media.

Social Media Content

Cover Reveal Manager will create graphics for each day of the reveal countdown and will send them to the Author for approval. If Cover Reveal Manager has not received communication from Author within 48 hours, the graphics will be considered approved.

Cover Reveal Manager will write copy to generate interest in the new book and the prizes. Cover Reveal Manager will send all copy to Author for approval before the Cover Reveal. Author will have 48 hours to approve the copy, and if no communication is received within that time, it will be considered approved.

Shipping and Giveaways

Cover Reveal Manager will brainstorm appropriate giveaway prizes with Author during the consult call, but Cover Reveal Manager is not responsible for purchasing, acquiring, personalizing, or shipping prizes. It is the Author’s responsibility to provide the prizes and to ship them to the winner. It is the Author’s decision whether or not to open the giveaway internationally, with the understanding that international

shipping can cost ten times as much as local shipping, and that it is the Author's responsibility to cover the cost and the act of shipping the prizes.

Public Accounts Management

Cover Reveal Manager will create assorted accounts for Author as needed. Cover Reveal Manager will manage said accounts during the reveal, and subsequently turn over said accounts to Author with all login information after the reveal. It is the Author's responsibility to change the login information upon receipt. These accounts will be identified and agreed upon via email or through the consult call.

Consultation Call

Cover Reveal Manager agrees to provide a one-hour consult call between herself and the Author during which details for the reveal will be discussed and the Author's preferences fully described. Any additional time must be scheduled and paid for before the consultation call. This is due to volume of clients and the resulting necessity of strict scheduling. It is the Cover Reveal Manager's top priority to be available for your scheduled call on time, therefore she must keep strictly to the minute on all calls.

Disclaimers

Cover Reveal Manager does not guarantee that Cover Reveal Countdown will result in Book reaching the #1 spot in any sales category.

Cover Reveal Manager does not provide social media followers, but will assist Author in growing their following through the Cover Reveal Countdown.

Cover Reveal Manager is not obligated to share any cover graphics on Cover Reveal Manager's social media, though Cover Reveal Manager reserves the right to share Book cover graphics when applicable.