

PR NINJA SERVICES | WHAT WE WON'T DO

🎵 “I will do anything for books, but I won’t do that...” 🎵
🎵 (((you have to imagine Meatloaf singing))) 🎵



BookMojo will not participate in the practice of gifting mass quantities of an author's ebook in an effort to manipulate rankings.

This practice is why so many ebook boxed sets become USA Today bestsellers, and the number of authors who are just fine with doing it that way is **shocking** (the boxed sets average twenty authors per set). If Stephen King were to walk into every book store on the eastern seaboard and buy up copies of his own book in an effort to hit the NY Times bestseller list, it would make national headlines as fraud. This practice is no different.

BookMojo will not get involved with an author's automated advertising (such as Facebook ads or Amazon's AMS).

Budgetary flexibility varies wildly by client. In my experience and in talking to authors who've found great success with automated advertising, the general consensus is that it takes money to make money with advertisements. I can't guarantee ad performance so it's too much of a risk for me. I'm just not comfortable gambling with someone else's money. I prefer to let authors handle their own ad set up and maintenance. **However, if you need a graphic for said ad, fire the dimensions over to me and I can usually have it back to you within thirty minutes.**

The only exception to this is newsletter blast service submissions and Bookbub feature requests. With these options, the author gets invoiced separately so the budget is a fixed amount and discussed before I even get started. If a client wants me to handle their Bookbub deal or new release submissions, I need their login info. That way, they get invoiced for the ad. I have two clients who have me submit to BB on a rolling schedule. They're emailed with the accept/decline email and if accepted, they pay the invoice and the ad is done.

BookMojo does not usually promote nonfiction.

I don't take nonfiction titles on for promotion. I have a client with a few titles classified as nonfiction but I don't actively promote them, only her fiction. At this time, the only exception to this is the #AmWriting anthology. This is a nonfiction anthology written *for* writers that I organized and published for charity.

BookMojo will not accept a client who is in prison or who has been convicted for a crime and is about to go to prison.

I don't do any kind of image rehab PR. That's the wrong type of PR. This includes promoting a book written by a prisoner.

No Generative AI, No Exceptions

Due to the increased usage of generative AI, I have to disclose that I won't/can't handle any books that are written using generative AI or have a cover either made by or with generative AI images. Given the nature of how the genAI process works, I can't and won't risk myself or my business legally and all of that is just a copyright lawsuit waiting to happen. This policy also applies to book covers which feature trademarked likenesses, logos, or products.