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# THE WRITING WIVES

HELPING AUTHORS SELL MORE BOOKS!



Helping authors reach larger audiences and growing their superfans with marketing outreach and Facebook Ads.

We are the Writing Wives, founded by NYT bestselling author Malorie Cooper and USAT bestselling author Jill Cooper, authors of the bestselling *Help! My Facebook Ads Suck!*

Now they have taken their experience to help those authors going indie to become their own marketing firms!

## SERVICES

**Custom Strategy Development:** We work directly with each of our clients to learn the particulars of their backlist, future publication plans, and goals.

**Creative & Ad Design:** We put a heavy focus on the ad creative. Images, text, and headlines are designed to stand out, convey genre and tropes, as well as mesh with the audience.

**Target Audience Identification:** Years of experience has helped us build a variety of audiences to test with any ad. We analyze all of the data to determine which audience/creative combinations result in the highest number of conversions for the lowest cost.

**Budget Management:** We treat your money like it is our own. We will run tests in parallel or serial depending on your requirements. Once we have ads that are working well, we carefully scale them while staying in close communication with our clients.

**Analytics & Reporting:** We use both Facebook and Shopify/Kickstarter's reporting tools to analyze ad performance and conversion rates. Our complete analysis and all ad updates are logged and made available to the client for complete transparency.

We're all about transparency and value, which is why we've made our pricing simple and straightforward. For our comprehensive Facebook Ads management services, we handle everything from crafting your personalized strategy to the creative design of your ads to the day-to-day tracking and analysis.

[Schedule a call](#) with us to get pricing for your project!

**Our goal is to make your book or project not just a vision, but a reality.**

## TESTIMONIALS

"Working with The Writing Wives has given me complete freedom from Facebook Ads. I know my ads are being set up, monitored, and adjusted with the utmost precision and expertise, and it has relieved so much of my stress as well as freed up my time to get back to writing. Mal is especially great at quickly adjusting ads based on metrics. I'm always informed and kept in the loop with the strategy and how we're adjusting and adapting based on response. I don't think I've ever met someone as knowledgeable in this space. I've already seen a major return on my ad investment and I am so excited to continue to scale. I genuinely feel like Jill and Mal care about my success and happiness which is something that I value so much in a partnership. Without hesitation, I highly, highly recommend working with The Writing Wives."

"Every girl needs a fairy godmother for when you lose a shoe and life rips out your pretty dress, to show up with no complaints, have your back no matter what, and make shit happen.

For me, that's Mal Cooper. We've been working together for years, and after my near braking she was the first person I turned to. What she said was, I got you, let's do this. And we did. No explanation, no stress, just solid support through and through. If anyone understands FB ads, that's this lady. She literally makes magic happen."