



**KSB Promotions is happy to help publishers and authors increase awareness of their books/authors by:**

- creating tailor-made campaigns for every project
- preparing media kit materials
  - targeted media releases
  - supplemental releases
  - author bios
- selecting appropriate media to receive material and/or review copies
  - build specialty media lists
  - supply mailing labels
  - review/update media lists
- thoroughly following-up with all key contacts to
  - encourage coverage
  - answer questions
  - suggest possibilities
  - arrange interviews or excerpts

**KSB Promotions specializes in promoting cookbooks, travel guides, children's books, home/how-to, consumer health, gardening, outdoor/recreation, parenting and general lifestyle books — and their authors.**

**Let us put our 40+ years experience to work for you.**

**Reasonable Terms:**

- by the project
  - by the hour
- [www.ksbpromotions.com](http://www.ksbpromotions.com)**

***KSB Promotions***  
*Visibility Specialists*

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## You May Want to Do Your Own Publicity If

1. You LOVE talking on the telephone.
2. You LOVE talking about yourself, your book, your subject area.
3. You love writing and coming up with different angles for promoting your book.
4. You are very media savvy — watch a lot of TV, listen to the radio, and read a lot of magazines and newspapers, and know just where you and your book are a good match.
5. You are already very savvy about social networking and look forward to building on what you have been doing on Facebook, Twitter, your own site and blog, responding to other blogs, etc. Or are willing to jump in with both feet and learn as you go.
6. You understand if someone isn't interested in your book or subject matter, and just move on to the next contact.
7. You have some media contacts and look forward to building on this.
8. Your publisher is doing some publicity, but you want a more aggressive approach.
9. You don't mind working odd hours of the day and night.
10. You are always available by phone or email.
11. You want to spend your limited budget on sending out materials, not paying for advice.
12. You really want to learn all aspects of the book business.
13. Your publisher did a good job launching the book, but now that it is six months old-or older, the publisher won't devote any more money or personnel to ongoing promotion and you know there is a lot more life in the book's potential.
14. You can't afford to hire a publicist.