



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

You Can Hire A PR Expert to

1. Do it ALL from getting early endorsements for the book cover, selling subsidiary rights, getting trade reviews, creating a big launch event, writing all the press materials, sending out all the materials, getting on-going media coverage, etc.
2. Pick up from where the last publicist left off
3. Only create the media materials
4. Only book radio interviews
4. Only book TV interviews
5. Only try and get coverage in newspapers
6. Only try and get coverage in magazines and/or newsletters
7. Only help with your Internet exposure
8. Only help set up book talks and workshops
9. Only handle the PR in one or a few cities
10. Only act as an advisor, letting you do all the work
11. Only help capitalize on an award or a special media opportunity (e.g. Mother's Day, National Diabetes Awareness Month, etc.)
12. Only help you develop the overall publicity plan
13. Only help with follow-up
14. Any combination of 2-13