



A Publicity Overview

Always Start With:

A Good Book

- ✓ Well-Defined Target Audience
- ✓ Good Title
- ✓ Good Writing
- ✓ Good Editing
- ✓ Good Design
- ✓ Good Production
- ✓ Good Cover
- ✓ Good Research
- ✓ Good Price
- ✓ Good Cover Copy
- ✓ Good Endorsements

A Good Overall Publicity Plan

- ✓ Well Thought-out
- ✓ Well Financed
- ✓ Well Produced
- ✓ Well Timed
- ✓ Well Executed
- ✓ Strong Follow-up

Print Options Include:

Magazines

- National
- Regional
- Specialty (garden, religious)
- ✓ Sent to right person?
- ✓ Sent in on time?
- ✓ Sent in right style?
- ✓ Good cover letter?
- ✓ Follow-up?

Newspapers

- National (USA Today, WSJ)
- Regional (daily, weekly)
- Specialty (religious, ethnic)
- ✓ Sent to right person?
- ✓ Sent in on time?
- ✓ Sent in right style?
- ✓ Good cover letter?
- ✓ Follow-up?

News Wires

- National (AP, UPI)
- Specialty (religious, ethnic)
- ✓ Sent to right person?
- ✓ Sent in on time?
- ✓ Sent in right style?
- ✓ Good cover letter?
- ✓ Follow-up?

Newsletters

- National
- Regional
- Specialty (garden, religious)
- ✓ Sent to right person?
- ✓ Sent in on time?
- ✓ Sent in right style?
- ✓ Good cover letter?
- ✓ Follow-up?

Freelancers/Columnists

- National
- Regional
- Specialty (topic, outlets)
- ✓ Sent to right person?
- ✓ Sent in on time?
- ✓ Sent in right style?
- ✓ Good cover letter?
- ✓ Follow-up?

Other

- Shoppers
- Grocery circulars
- Church bulletins
-
-
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Approaches include:

- Book Review
- Excerpt
- Sidebar mention
- Author profile
- Article by author
- Advertorial
- Expert resource
- Quiz or challenge

Internet Options Include:

Ezines / Blogs

- General Interest
- Specialty
- ✓ Sent to right person?
- ✓ Sent in on time for ezine?
- ✓ Sent in right style/tone?
- ✓ Don't push your agenda on another's blog

Own Web Site

- ✓ Book description
- ✓ Sample chapters
- ✓ Table of contents
- ✓ Bio information
- ✓ Free articles, quizzes, etc.
- ✓ Sample interview (FAQ)
- ✓ Media pages
- ✓ Links to other resources

Review Sites

- General Interest
- Specialty
- ✓ Sent to right person?
- ✓ Sent in on time?
- ✓ Sent in right style?
- ✓ Good cover letter/email?
- ✓ Follow-up?

Publisher's Web Site

- ✓ Book description
- ✓ Sample chapters
- ✓ Table of contents
- ✓ Bio information
- ✓ Free articles, quizzes, etc.
- ✓ Sample interview (FAQ)
- ✓ Media pages
- ✓ Links to other resources

Social Networking

- Facebook
- Twitter
- YouTube
- Bebo
- Digg
- Del.icio.us
- and dozens of others

Approaches

- Book Review
- Author profile / interview
- Expert resource
- Excerpt or article by author
- Book giveaway
- Quiz or challenge
- Sidebar mention
- Audio & video clips

Broadcast Options Include:

Carefully research shows, their demographics, formats, etc.

Radio Interviews

- Local & national
- ✓ Good *topical* materials
- ✓ Sent in on time
- ✓ Sent to right person
- ✓ Good cover letter / email
- ✓ Strong follow-up

Network TV Interviews

- Local & national
- ✓ Good *topical* materials
- ✓ Sent in on time
- ✓ Sent to right person
- ✓ Good cover letter / email
- ✓ Strong follow-up

Cable TV

- Local & national
- ✓ Good *topical* materials
- ✓ Sent in on time
- ✓ Sent to right person
- ✓ Good cover letter / email
- ✓ Strong follow-up

Internet Radio Interviews

- ✓ Good *topical* materials
- ✓ Sent to right person
- ✓ Good cover letter / email
- ✓ Strong follow-up

Satellite Interviews

- ✓ Good *topical* materials
- ✓ Sent to right person
- ✓ Good cover letter / email
- ✓ Strong follow-up

Approaches

- Author interview
- Book mention or Review
- Expert resource
- Book giveaways
- Contests
- Part of a panel

In Person Options Include:

Author Talks / Signings

- ✓ Schools, day care, libraries, bookstores, specialty stores, organizational meetings, book clubs
- ✓ Often long lead time
- ✓ Capture media opportunities
- ✓ Be cost effective
- ✓ Letter of understanding (who is responsible for what)
- ✓ Strong follow-up

Trade Shows

- ✓ Identify which ones (publishing, specialty area)
- ✓ Determine how to display
- ✓ Explore speaking options and other ways to use
- ✓ Capture media opportunities
- ✓ Plan effective follow-up

Other

- Festivals, art shows, craft & holiday bazaars
- ✓ Test a few close by
- ✓ Capture media opportunities
- ✓ Plan effective follow-up
- Become a spokesperson