

Tips for Success: Book Publicity

How to work with your publicist to tap into
your communities and find the right
readers for your book





What is BOOK PUBLICITY?



**BOOK
PUBLICITY**

VS

**BOOK
MARKETING**



Book Publicity Examples



BuzzFeed Quizzes TV & Movies Shopping Videos News Tar

Books • Posted on Jan 5, 2023

These Are The Absolute Best Books I Devoured This Past Year, According To Someone Who Reads Just About Every Single Day

If you need recommendations for the new year, I've got you covered.

by Hannah Loewentheil
BuzzFeed Staff





MARKETING



CULTURALLY RELEVANT

13 APOCALYPTIC INFECTION BOOKS LIKE THE LAST OF US

Rachel Brittain | Mar 13, 2023

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Who knew fungal horror was going to be the next big thing? Well, the creators of the video game *The Last of Us* probably had a pretty good idea, especially when

YOU MIGHT ALSO LIKE



8 Books That the Authors Regretted Writing



The Most Influential Sci-Fi Books of the Past 10 Years



The Dragon's Gold: 20 of the Best Award-Winning Fantasy Books



The Future Is Now: 40 of the Best Dystopian Novels



The Scandalous Life of Natalie Clifford Barney



20 Must-Read Historical Fiction Books Set in China

PUBLICITY

Think of publicity as a
partnership between the
publicist and author!

Brainstorming Angles & Opportunities

Reread your book with the publicity campaign in mind. Think about:

- Target audience
- Genres
- Regional tie-ins
- Themes, anniversaries, and holidays
- Comp titles with a successful track record
- Anything unique?

COLUMNS

Column: Chula Vista author Jennifer Givhan summons magic and memories with 'River Woman, River Demon'



Author Jennifer Givhan is shown Old Town San Diego with her new Mexican Gothic novel, "River Woman, River Demon," which she will be discussing at the Mysterious Galaxy Bookstore on Oct. 4. The new novel, her third, is a psychological thriller that weaves folk magic and questions of culture and identity into its murder plot. (Nancee E. Lewis / For The San Diego Union-Tribune)

Jennifer Givhan discusses her new novel, 'River Woman, River Demon,' Oct. 4 at the Mysterious Galaxy Bookstore

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Books • Posted on Nov 17, 2022

16 Delightful Holiday Romances That Will Make You Feel Merry And Bright

Soft falling snow, decadent hot cocoa, and holiday romance books really hit the spot.



by **Farrah Penn**
BuzzFeed Staff Writer



"Belladonna" Is the Gothic Novel of Your "Bridgerton" and "Jane Eyre" Dreams

Read an exclusive excerpt here!

BY LAUREN REARICK

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Marc Bekoff Ph.D.
Animal Emotions

The Unimaginable Scope and Damage of Animal Trafficking

'Animals' exposes the hows and whys of the international wildlife trade.

Posted March 15, 2022 | 📖 Reviewed by Ekua Hagan



Tapping into your network

Energize your network and get excited them for your book launch!

Make a plan with your publicist to connect with:

- Other authors / people in your literary community
- Regional associations / hometown connections
- Affinity groups
- Alumni associations
- Professional connections & key media contacts

Expertise, essays, and original content

Think about what you could offer that might be interesting to media:

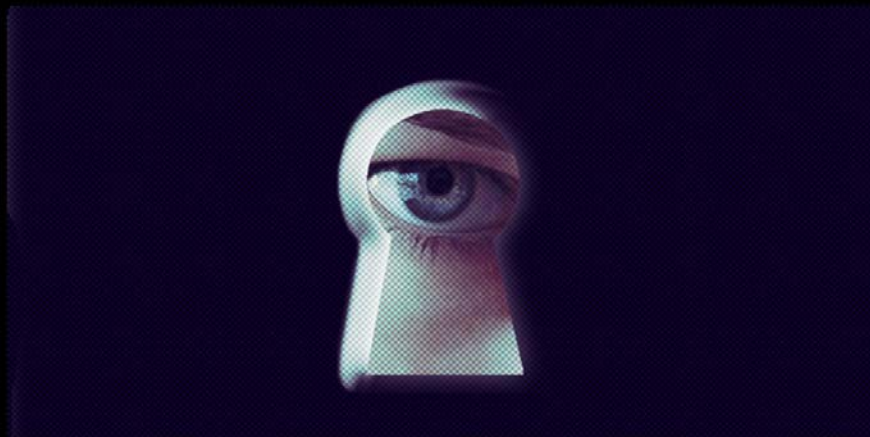
- Exclusive excerpts
- Photos and video content (especially good if never-before-seen!)
- Expertise on niche topics
- Round-ups and original essays
- Think outside the book review!

BOOKS

Priya Guns's Debut Novel Is a Searing, Sexy Critique of App Culture

BY EMMA SPECTER
March 16, 2023





ESPIONAGE BOOK RECOMMENDATIONS FROM A FORMER CIA SPY

Brittany Butler on spy reads and how they hold up to actual intelligence work.

Events

Virtual and in-person events are a great way to generate buzz for your book, especially in your local community!

Work with your publicist on an events plan:

- Determine the budget
- Identify which bookstores & libraries & unconventional venues you'd like to partner with
- Find potential conversation partners
- Figure out event structure
- Encourage friends & family to attend!

Post-publication

After your book goes on-sale, you can continue to build buzz by:

- Networking with:
 - Authors who write in the same genre / belong to the same publishing house
 - Local booksellers & librarians
 - Bookstagrammers, BookTokkers, and BookTubers
 - Media contacts
- Keeping an eye out for media-tie ins
- Attending book festivals and conferences
- Identifying relevant national & regional awards

Thank you!