

PUBLICITY 101

for authors

How to effectively spread the word
about your book and brand





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WHAT IS PUBLICITY?



AWARENESS

- How folks hear about your work



PITCHED

- Not paid for



PITHY

- Distills product into a short, memorable hook



EXAMPLES

- Reviews & features in print & online media
- Events & signings
- Broadcast interviews & appearances
- Media Mentions (Roundups, “Best Of” lists)
- Word of mouth + social media



WHAT IS **BRANDING**?



A TRADEMARK

What are you known for?



CONSISTENT

The unifying factor across all of your work



AUTHENTIC

You are your brand, so your brand needs to be genuinely you



**BRAND = VIBES +
BACKGROUND**



EXAMPLES OF BRANDING



I'M CARISSA AND I WRITE FANTASY BOOKS FEATURING BADASS LADIES HEAVING DOSE OF ROMANCE.



Meghan Quinn

ROMANCE. HUMOR. BOOB SQUEEZES.



NEW HOOKS
FOR OLD BOOKS

Romance Author and professional remix artist of all things
Jane Austen.



Rebecca
Thorne

USA Today, Indie, & Sunday Times
Bestselling Author





"Wish I had known this was lesbian
fantasy before I downloaded it. That is
soooo not my cup of tea."


- Kindle Customer



Visit her website!

 @rebecca.thorne

 @rebeccathornewrites

 @rebeccathornewrites



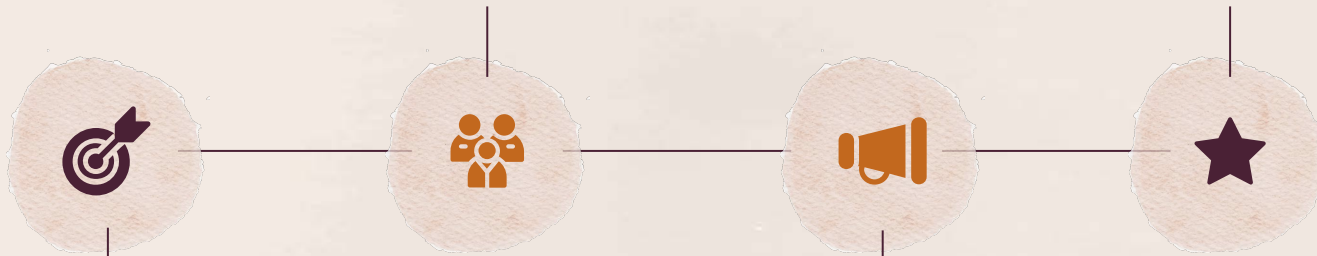
PUBLICITY STRATEGY

AUDIENCE

Who are the core people you're speaking to?

OUTCOME

What does success look like?



GOAL

What do you to accomplish with this campaign?

OUTREACH

How do you meet your audience where they are?





APPLICATION



IN-HOUSE PUBLICIST

- A publicist at a traditional publisher is assigned to your book
- Focused on your book; not your overall brand



FREELANCE

- Personally hire publicist to build your brand or work on specific projects
- Focused on your brand (not just a single book)



DIY

- Personally handle certain aspects of book or brand publicity
- Control of your personal brand assets (website, social media, etc.)

ANATOMY OF A PITCH



Hi Jeremy Bearemy,

Hope you're well! I just wanted to check in with you to make sure that **Bruce Wayne's** debut novel, ***The Lonely Detective***, was on your radar. This is an incredible noir thriller like no other, drawn from Bruce's own long years of experience fighting crime in Gotham City. I know that Gotham City has been close to your heart ever since you worked the Arkham Asylum beat, so I wanted to check in and see if you'd have any interest in interviewing Bruce for *Capes Magazine* about his foray into fiction?

Bruce Wayne is arguably the most famous orphan in history, known just as much for his vigilante actions as for his philanthropic work as a billionaire and head of Wayne Enterprises, so you can imagine how entralling any story of his would be. *The Lonely Detective* centers on an eccentric millionaire who ceaselessly recruits orphans to join his anti-crime crusade—but it's a lonely life he leads, until he gets inexorably drawn into a love triangle with his otherworldly ally, Clark Kent, and his greatest enemy, the Joker. Everything from the gritty depictions of back-alley crime to the glitzy world of millionaire jetsetters is drawn directly from Bruce's own life as a philanthropist crime fighter—and I do mean everything, including the irresistible love triangle between Bruce, Clark, and the Clown Prince of Crime.

Gotham City Monthly has already called *The Lonely Detective* "a masterpiece," and famed local politician Harvey Dent said, "If you think I've got two faces, just wait until you meet this new side of Bruce! What a read!" This book is a fast paced thrill ride, and I really think you'd love chatting with him about how Gotham inspired him to become an author as well as a crime fighter.

In case you'd like more information, there's a full summary of *The Lonely Detective* below my signature, along with Bruce's full bio. Don't hesitate to let me know if you've got any questions. I hope we can set up this interview. Thanks for considering!

Best,
Alfred Pennyworth

INTRO

Short salutation; contextualize the project

ASK

Close par.1 w/ what you're asking for

PITCH

Why would this be interesting for them to cover?

PRAISE

"Other people care too"

WRAP-UP

Offer more info and re-iterate the ask

TALKING POINTS & TOUCHPOINTS



TALKING POINTS

- What is your book about?
- Why is it different?
- Why did you write it?
- Why are you qualified to write it?
- Why does this matter?
- How does this relate to similar books?



TOUCHPOINTS

- An interaction between a brand and a person
- Typically need 6-8 (or more) to make a sale
- Create as many touchpoints as possible





ANY
QUESTIONS?

