



An Insider's Guide to Book PR

From a publicist (and fellow writer) with experience at houses such as Phaidon, Hachette Book Group, and indie publishers like Ugly Duckling Presse





The Author's Role:

As an author, you play a crucial part in the success of your book's promotion. By collaborating closely with in-house publishing teams and/or freelance publicists, you can help further elevate your book via existing connections and expertise.

Campaign Timeline

6+ months before publication

1. Hire a publicist if you have the means
2. Brainstorm your goals for the launch
3. Finalize press materials, media list for press, and potential venues for events

2-3 months before publication

6. Follow up on initial outreach and track feedback
7. Send galleys or early finished copies to select press and event partners
8. Update your Amazon and/or retailer page with any early endorsements or media praise

4-6 months before publication

4. Strategize a plan for outreach
5. Announce that your book is available for pre-order online via social media, and/or an email newsletter
6. Send an early pitch to media contacts

Publication and beyond

12. Celebrate!
13. Slow down follow ups on original pitch
14. Share media coverage wins
15. Update press materials with praise
16. Amplify book as relevant tie-ins arise

1 month before publication

9. Continue follow ups and expand on outreach with additional research
10. Message the book to your network, and seek support from writing community
11. Set up a Google alert for your name, the book title, and related topics

Tools of the Trade

Databases

Publicists find contact information for campaigns within discovery platforms like Muck Rack and Cision

Comparable websites such as Rocket Reach can help you source emails and other information for outreach



Press Kit

Promotional materials such as book covers, interior images, headshots, press releases, e-galleys/PDFs, and any additional information



Campaign Tracker

Comprehensive list of press contacts, including reviewers, journalists, editors, producers, and freelancers organized in a spreadsheet by outlet name, contact name, and email, along with the status of interest to keep track of ongoing conversations



Pitch Templates

Customizable email templates that can be tailored to each media contact and story angle to ensure consistent and effective pitching



Social Media

Channels to amplify publicity efforts, build author platforms, and engage with readers



Calendar

A book promotion schedule outlining the campaign timeline and key activations, such as media appearances and events



- **Personal Network**

Leveraging existing relationships can help secure early and useful opportunities

- **Trade Publications**

Industry specific news outlets for publishing professionals, reviewers, and librarians

- **Substacks, Podcasts, and Blogs**

Niche media caters to targeted audiences and helps build long term engagement

- **Major Newspapers, Magazines, and Broadcast Networks**

High profile, mainstream outlets with large readerships

