



Book Publicity Services

As a professional full-time journalist and the author of four books, as well as a co-author or contributing author to three others, I know the ins and outs of marketing your book, yourself, and creating publicity for your title. Two of my books have been self-published titles, one with a small independent press, and one with a major publisher (Globe Pequot Press). With all of these published books, even under a major publisher, as the author I was still responsible for generating as much publicity for my book as possible. In today's publishing world, you are your brand, and you are marketing your products.

I created a very successful book tour and publicity campaign for my titles, whether self-published or going through a publishing house, that resulted in dozens of high-profile interviews in radio, newspapers, the internet, book clubs, book reviews and in-person discussions and book signings. This led to a much higher number of sales for my books.

I am now offering these same services to other authors, for their own book titles being published. My criteria is that I must be interested in the book and find it to be a quality, well-written book that I would like to represent. Once the author and I have both agreed to work together, I can offer the following services.

For more information about me, please visit my website:
shelleyseale.com

Level One — \$850

A complete book publicity plan crafted for your title, directing you to resources to garner interviews and spots within:

- Radio shows and podcasts
- Website interviews and features
- Magazines and newspapers
- Book signings
- Book reviews

This will give you a “battle plan” to make contacts and generate publicity for your book. The full marketing plan will have complete contacts and instructions for approaching each potential book tour stop, as well as a press release and media package to distribute.

Level Two — \$1,750

This expands on the above promotion plan for your 30-day book tour, with me acting as your publicist and actually making the contacts, as well as organizing and facilitating every appearance, interview and piece of your publicity plan.

Level Three — \$2,500

The full package includes all of the above for your 30-day book tour, with the addition of me acting as your social media manager and promoting your book and tour appearances on a daily basis via twitter, facebook, linkedin, pinterest, digg, stumbleupon and other social media sites. If you do not have pages on these sites I will create them, and help you build a following. This plan also includes 30 days of follow up after the initial month-long book tour, continuing to promote via social media and consulting with you on any questions and further marketing and publicity.

You can see the Book Tour and Publicity I created for my title,
The Weight of Silence: Invisible Children of India (2009):

<http://weightofsilence.wordpress.com>