

6 Simple Book Publicity Tips

Teena Hughes shares six simple things you can do to help your book by getting some publicity -- they don't take long to do, and are either no-cost or low-cost.

Twitter Hashtag

Use the VERY popular hashtag #coverreveal when you're revealing your book cover on Twitter.

STEP 01



Announce the Title

A book's "Title" announcement is a major milestone! Remember to share a few essential details about your career, an interesting sound bite about the book, how the title ties in with events, or characters in your book

STEP 02

Word Count

Blog/tweet etc about how many pages/words you've written, the Titles you're considering, even a short excerpt.

Do this as you progress -- 10% done, 25%, 50%, 75% etc to build excitement & anticipation.

STEP 03



Sound Bites

Create an audio file/sound bite for the first exciting sentence of each chapter, add your site/blog links (and a Call to Action -- e.g. "sign up for more!").

Create a blog post for each, and share on all the social media locations you use.

STEP 04



Press Release

When you're ready to tell the world you're about to write a book, write a Press Release and distribute it all over the internet. Turn it into a video and an audio and publish those everywhere too.

STEP 05



Announce you've finished writing!

Share the excitement, share photos, snippets, turn this event into a STORY.

Take 1-2 min videos of you actually writing, and talking about the book.

Share everywhere.

Pat yourself on the back!

STEP 06

Good Publicity Guide

John Clare



Good Publicity Guide:

The Very Good Marketing Guide Amy Mioceovich, 2023-06-26 Grow your business faster with this revolutionary marketing framework Do you want to stop wasting time and money on marketing that doesn't get results The Very Good Marketing Guide explains exactly where to spend your next marketing dollar and where to focus your attention so your marketing will make a real difference in growing your business and profits In this book marketing expert Amy Mioceovich shares a simple but genius 5 step model for marketing your small business She reveals crucial insights into why marketing fails including common mistakes and marketing myths and shows you how to assess where and why your marketing is most effective With The Very Good Marketing Guide you'll create targeted solutions for turning strangers into customers and customers into superfans of your business and brand Whether you're a manager a small business owner or an entrepreneur you'll learn how to Understand and use your marketing data more effectively Improve conversion rates at every touch point Nurture your most valuable customer and client relationships Make sure your website and social media are doing what they should Create a marketing strategy that's uniquely suited to your business's needs With a clear and practical framework real life examples and timeless principles you can apply this is the ultimate practical guide for marketing success The Very Good Marketing Guide will help you to direct your energy where it gets the best results which ultimately means you can get back to doing what your business does best

Ultimate Small Business Marketing Guide James Stephenson, 2007-01-01 The second edition of this comprehensive guide introduces new marketing advertising sales and public relations techniques to the 1 500 proven ideas from the first edition It adds dozens of new high tech strategies required to stay one step ahead in today's highly competitive global marketplace Off and online resources have been updated and new ones including blogs and new websites have been added

The Poets and Writers Guide to Publicity and Promotion , The Nonprofit Marketing Guide Kivi Leroux Miller, 2010-04-29 A nonprofit's real world survival guide and nitty gritty how to handbook This down to earth book shows how to hack through the bewildering jungle of marketing options and miles long to do lists to clear a marketing path that's right for your organization no matter how understaffed or underfunded You'll see how to shape a marketing program that starts from where you are now and grows with your organization using smart and savvy communications techniques both offline and online Combining big picture management and strategic decision making with reader friendly tips for implementing a marketing program day in and day out this book provides a simple yet powerful framework for building support for your organization's mission and programs Includes cost effective strategies and proven tactics for nonprofits An ideal resource for thriving during challenging times Fast friendly and realistic advice to help you navigate the day by day demands of any nonprofit Written by one of the leading sources of how to info and can do inspiration for small and medium sized nonprofit organizations Kivi Leroux Miller is among other things a communication consultant and trainer and president of EcoScribe Communications and Nonprofit Marketing Guide com *Great PR: Bullet Guides* Brian

Salter,2011-09-30 What's in this book Open this book and you will Improve communication Foster development Establish goals Encourage success Learn how to be a mentor Understanding mentoring The mentoring process Successful mentoring relationships Skills for successful mentors and mentees Common pitfalls The benefits of mentoring Advice about giving advice Bringing it to a successful close Sample page spread What are Bullet Guides The answers you need now Clear and concise guides in a portable format Information is displayed in an easy to read layout with helpful images and tables Bullet Guides include all you need to know about a subject in a nutshell Get right to the point without wading through loads of unnecessary information **Complete Guide to Internet Publicity** Steve O'Keefe,2002-10-15 Strategies for grabbing and holding an audience's attention online The definitive resource for PR and marketing professionals this sequel to Steve O'Keefe's best selling classic *Publicity on the Internet* 0 471 16175 6 provides detailed how to instructions on planning designing implementing troubleshooting and measuring the results of online campaigns Throughout the book the author enlivens his coverage with inspiring and instructive vignettes and case studies of successful campaigns Steve O'Keefe covers everything the reader will need to get up to speed on search engine optimization newsletters news rooms e mail marketing e mail merge software syndication and affiliate programs and building in house publicity operations Companion Web site features customizable Word and HTML templates weekly live discussions groups and valuable resource listings

Marketing Information Guide ,1969 *Wisconsin Association Guide* Wisconsin Association of FHA-HERO.,1978

John Clare's Guide to Media Handling John Clare,2018-02-06 This title was first published in 2003 The media is an important influence on how a company or organization is perceived This is an insider's guide to media handling showing readers what needs to be done to achieve media success and offering them the tools to do it John Clare is a former ITN and Daily Mail journalist who is now a media and crisis consultant and here he shares his experience He offers an in depth examination of the different media sectors TV radio and print and how to make your stories relevant to them There is a detailed explanation of how a newsroom works based on different desks and deadlines and how to take advantage of these The different types of editorial pieces news and features are analyzed along with the circumstances in which you should target each The book includes coverage of the use of the Internet as a vehicle for news Preparing a Guide to your Library and Information Service Sylvia P Webb,2017-10-03 Discusses the choice of information that can be included as well as the different styles in which it can be presented Covers not just the physical preparation but also distribution and publicity Selected examples of interesting features **Sports Publicity** Joe Favorito,2024-12-27 In the fourth edition of his groundbreaking guide to communications in sports Joe Favorito draws on knowledge gained from interviews with thought leaders from across the sports industry to introduce the skills knowledge and techniques needed to become a successful communicator The book outlines the history of sports communications explores the most important professional themes topics and issues and highlights exciting opportunities for future development With a strong emphasis on professional

practice and the day to day realities of working in sports and entertainment the book covers all the core functional areas such as digital and social media strategy crisis management creative writing the value of audio storytelling and the role of communications in business This new edition includes more international and diverse case studies interviews and best practices reflecting on how the sport communications business has become more integrated since 2020 and considering lessons learned through and after the COVID 19 pandemic It also includes expanded coverage of cause marketing athletes as brands social media multicultural media relations gaming and brand integration No other book offers such a valuable insider s view of the sports communications industry or the importance of PR and media relations in building successful sports organizations Sports Publicity A Practical Approach is essential reading for all students working in sport business marketing or communications and any PR practitioner looking to improve their professional skills The author maintains a podcast of updated best practices The CUSP Show which is widely available as well as a blog of best practices at joefavorito.com Both of these resources are perfect companions to this book

The Rough Guide to London Rough Guides,2016-02-02 The Rough Guide to London is the ultimate travel guide to one of the world s most exciting cities With full color throughout and dozens of photos to illustrate London s great buildings iconic landmarks and distinctive neighborhoods this updated guidebook will show you the best the city has to offer from Big Ben the London Eye and Olympic Park to markets and museums gourmet restaurants and hidden pubs London has something for everyone art galleries and shopping arcades spacious parks and grand palaces and The Rough Guide to London uncovers it all Detailed color maps for each neighborhood plus a tube map and practical information on all the essentials make getting around easy With chapters dedicated to the best hotels restaurants and caf s pubs and bars live music and clubs shops theater kids activities and more you ll be sure to make the most of your time in this city with The Rough Guide to London Series Overview For more than thirty years adventurous travelers have turned to Rough Guides for up to date and intuitive information from expert authors With opinionated and lively writing honest reviews and a strong cultural background Rough Guides travel books bring more than 200 destinations to life Visit RoughGuides.com to learn more

Telling Tales Richard Edwards,Roger Harrison,Alan Tait,2013-12-16 Guidance and counselling in the context of learning is an area that is growing rapidly and attracting a lot of interest within the field of education This reader presents a range of different perspectives those of the user practitioner professional manager policy maker and academic By offering these various tales the book aims to encourage a more beneficial interchange of dialogue between the people involved whether they be in the role of the counsellor or the counselled Written for a new module on the Open University s MA in Education E839

Agricultural Marketing ,1970-04 The Rough Guide to London Rob Humphreys,Samantha Cook,2014-02-03 The Rough Guide to London is the ultimate travel guide to one of the world s most exciting cities In full color throughout and with dozens of photos to illustrate London s great buildings iconic landmarks and distinctive neighborhoods this updated guidebook will show you the best the city has to offer from

Olympic Park to markets and museums gourmet restaurants and hidden pubs London has something for everyone art galleries and shopping arcades spacious parks and grand palaces and The Rough Guide to London uncovers it all Detailed color maps for each neighborhood plus a tube map and practical information on all the essentials make getting around easy With chapters dedicated to the best hotels restaurants and caf s pubs and bars live music and clubs shops theater kids activities and more you ll be sure to make the most of your time in the city with The Rough Guide to London Now available in ePub format Wisconsin Handbook for Reading Improvement Wisconsin. Right to Read Effort,1979 Management Development International Labour Office,1998 The publication contains a balanced mix of theoretical concepts and practical guidance about management training and development approaches based on best practice used by companies public sector organisations training institutions business schools and management consultants in various countries around the world Topics discussed include competence modelling and management practices learning theory methods and techniques effective management development and education and aspects of the management development cycle such as problem identification training needs assessment training programme design implementation and monitoring **Introduction to Sports**

Journalism Matthew H. Zimmerman,Lauren M. Burch,Brian Moritz,2024-09-12 Sports journalism has seen massive upheaval in recent years Today s 24 7 sports networks streaming services and social media platforms bring sports coverage and live events to consumers anytime anywhere But despite the increase in the number of media outlets and the speed by which news is delivered and consumed the basic tenets of sports journalism remain albeit with a few new wrinkles Embracing this dynamic Introduction to Sports Journalism provides students with the practical knowledge and tools to succeed in the evolving field of sports journalism While other texts repeat the sports journalism is changing refrain Introduction to Sports Journalism sheds light on how and why it s changing Through these discussions students are challenged to formulate their own perspectives on contemporary sports journalism journalistic expression and how these concepts fit in today s evolving media and societal landscapes The text begins with an overview and history of sports journalism and traditional media Also discussed is the impact of today s nontraditional journalists the bloggers and videographers outside traditional media channels The core of the text then focuses on developing practical skills required to work in the sports journalism field including knowing how and what to write to craft compelling stories Much attention is paid to analytics what they are their variations across sports and how to interpret and use them effectively Also featured are digital media blogs podcasts and social media platforms and the technological tools used to create content Sports journalism and public relations often overlap and the text explains the nuances of the respective functions Public relations tools such as media guides and game notes are presented as well as a section on crisis communication The pressure to break the story can tempt even the best journalist to plagiarize or fabricate stories or skip fact checks The text covers journalism ethics and provides best practices for avoiding traps Racial and gender bias and the importance of providing equitable coverage are also discussed Additionally legal issues

such as copyright privacy discrimination defamation reporter s privilege and first amendment rights are addressed The book concludes with a discussion of career paths and challenges facing the industry The landscape is changing and in response the authors provide career advice for students entering the field In the chapters you ll find Industry Profile sidebars featuring interviews and conversations with practicing sports journalists Also included are Time Out activities throughout the chapters and end of chapter discussion questions applied activities and practical exercises all designed to engage students more fully with the content and apply learning to real life situations Introduction to Sports Journalism provides a comprehensive overview of contemporary sports journalism spanning all media platforms and sport organizations to prepare students for a dynamic career in sports journalism

The Shut Up and Shoot Documentary Guide Anthony Artis, 2014-03-14 So you want to make a documentary but think you don t have a lot of time money or experience It s time to get down and dirty Down and dirty is a filmmaking mindset It s the mentality that forces you to be creative with your resources It s about doing more with less Get started NOW with this book and DVD set a one stop shop written by a guerrilla filmmaker for guerrilla filmmakers You will learn how to make your project better faster and cheaper The pages are crammed with 500 full color pictures tips from the pros resources checklists and charts making it easy to find what you need fast The DVD includes Video and audio tutorials useful forms and interviews with leading documentary filmmakers like Albert Maysles Grey Gardens Sam Pollard 4 Little Girls and others 50 Crazy Phat Bonus pages with jump start charts online resources releases storyboards checklists equipment guides and shooting procedures Here s just a small sampling of what s inside the book Putting together a crew Choosing a camera New HDV and 24P cameras Shooting in rough neighborhoods Interview skills and techniques 10 ways to lower your budget Common production forms

A Layman's Guide to Successful Publicity Oscar Leiding, 1976

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