

How to Use a Book Promotion Specialist

Contributed by Stacey Miller
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When authors place sole responsibility for their book promotion campaigns into a book publicists lap and leave it there, the results are often disappointing. Despite their best intentions, book publicists may fail to generate important reviews. Interview opportunities may slip through the cracks. Worse still, highly promotable books may languish without visibility in a highly competitive marketplace. The book promotion campaign, and the book promotion specialist, can disappoint you. Does that mean you should give up on book publicists and wait for Oprah to call you? Or that you should give up on your book promotion campaign altogether? There is another option. You can work in partnership with your book publicist and take the following steps to maximize your chances of success:

Be clear about your book promotion expectations from the outset, and make sure there is a meeting of the minds. If landing on the front page of the Wall Street Journal would be the ideal coup for your book, make sure your book promotion specialist focuses on accomplishing that instead of pitching you to every producer at National Public Radio. Give your book publicist your wish list, and offer to prioritize your book publicists to-do list; you'll both be happier in the long run.

Suggest news angles for promoting your book, and provide your book promotion expert with a list of buzz words and phrases. Your book publicist most likely isn't an expert in your field and will welcome your help, even if he or she doesn't specifically ask for it.

Tout your credentials and sing the praises of your book to your publicist at every opportunity. Don't worry about sounding pompous or immodest; your publicist will appreciate your self-confidence and be even more enthusiastic in pitching you to the media.

Keep an eye on the media, and inform your publicist about developing news stories and current events that might tie into your book and enhance your book promotion campaign. Ask your publicist what else you can do to complement his or her efforts. Are there professional associations or mailing lists you can steer him or her toward? Have you compiled contact information for your alumni, professional, and hometown publications?

Ask your book promotion specialist for what you need, whether it's a redirection of energies, an accommodation to your schedule, or a weekly progress report. You'll come out a winner if you ask your book publicist to communicate with you and commit yourself to doing the same. And you won't be disappointed with the results of your book publicity campaign or your book promotion specialist's efforts.

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Stacey J. Miller is a book promotion specialist. Her company, S. J. Miller Communications, coordinate book publicity campaigns for authors and publishers. A free book promotion plan is available upon request. For more information, visit <http://www.bookpr.com>.