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“Be Your Own Best Publicist” lays out effective step-by-step actions to understanding your message and successfully getting it out. By thinking about – and then living – the ideas in this book, I am confident I will be able to “highlight my differences” in leveraging my uniqueness with my contacts.

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One of the best ways to do this is to be your own publicist. Be passionate about your business and people will take notice. Be bold and talk to people about what you're doing or building because if you don't, who will? If you have additional questions about PR for your small business, contact me.

\*Originally appeared on Madame Noire.

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In one of the toughest job markets in more than 20 years, applying the art of self-promotion is more vital than ever. *Be Your Own Best Publicist* shows anyone looking to land a new job, attract freelance assignments, stay essential in a current position, or get that coveted promotion, how they can use public relations skills to achieve his or her goals. Written by seasoned public relations pros Jessica Kleiman and Meryl Weinsaft Cooper, this helpful, easy-to-follow guide breaks down the fundamentals of PR and how to implement them to successfully promote yourself. *Be Your Own Best Publicist* will teach you how to: Set a personal PR strategy that gets results Build key message points and deliver

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them with style Craft the perfect "pitch" for each situation Network and develop relationships that will help you get ahead Use creativity to stand out from the competition Through humorous, informative anecdotes plus user-friendly tips and exercises, Be Your Own Best Publicist will arm you with the confidence, knowledge and tactics to help you market yourself in the workplace. Jessica Kleiman and Meryl Weinsaft Cooper have a combined 30-plus years experience in the public relations industry, having worked both in-house and on the agency side.

Even though publicity is free and provides impact and credibility that advertisements can't touch the majority of business owners never give it a second thought. How to Be Your Own

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Publicist shows small business owners and entrepreneurs how to generate good PR without hiring an outside firm. Written in an engaging and accessible style, it combines guidelines to maximize, multiply, and even recycle publicity leads with templates, checklists, and step-by-step instructions to help publicity beginners secure positive, profitable media coverage.

**DON'T READ THIS BOOK** unless you want to boost sales, awareness and credibility for your business right away. By communicating the right messages about your products and services to targeted media-members and customers at the right time and place (public relations or "PR"), you can reach your goals fast and cost-effectively. And now, you can take



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advantage of "the power of the press" on your own without spending a fortune! This book gives you the inside secrets and a simple, step-by-step guide to build buzz and get noticed by the media. In a matter of hours, you'll learn the PR skills necessary to take advantage of free publicity and gain third-party credibility you simply cannot obtain any other way. If you want to take your business to the next level of success quickly and easily, read this book!

Industry veteran Ed Zitron's follow-up to his best-selling public relations bible *This Is How You Pitch* will show you how to get the same results as a pricey, pushy publicist, without having to spend five figures, as well as how the secrets of PR can change every aspect of your day to day life.

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A leading book publicist shares the industry secrets every writer needs to know in this comprehensive guide to building buzz for your book. As the Senior Director of Publicity for Da Capo Press, Lissa Warren pitches books to the media every day of her working life. Drawing on her years of experience working with some of today's top authors, she now offers a comprehensive guide to the fine art of book promotion. Whether you're working with a publicist, without a publicist, or have a publicist who isn't getting results, *The Savvy Author's Guide to Book Publicity* is necessary reading. Each chapter details what happens to a book once it's off press, and how authors can help—or even spearhead—a promotion process that gets the coverage they deserve.

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Warren illustrates her advice with stories of author successes and fumbles, book tours gone awry, and the highs and lows of author-publicist collaborations. The Savvy Author's Guide to Book Publicity covers:

- Writing press material
- Targeting the right shows and publications
- Following up effectively with the media
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And much more!

DIY PR is jam-packed with critical information for beginning publicists, including discovering and developing a brand, identifying a target media audience, creating and nurturing relationships, and identifying how and when to pitch clients. In a friendly, conversational style, McClain provides ideas for combining traditional PR such as press releases and media

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alerts with out-of-the-box thinking by executing unique events that get noticed. She shares examples of successful communications and provides chapter takeaways that summarize the most important points. Each chapter ends with a series of questions that encourage readers to identify, consider, plan and set goals. You can also take DIY PR to the next level through her online platform via a series of free webinars and virtual courses.

You've finished your book. That's step one. Book publicist Dana Kaye now takes you through step two: getting your book into the hands of legions of readers. How we read books is changing rapidly, and so is where we buy them. From the rise of eBooks to the impact of online retail

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Use PR Techniques To Get sales through companies like Amazon to the wide acceptance of self-publishing as a natural path—countless authors are writing books and then wondering what to do with them. If they decide to bring their book to market themselves, how do they ensure they will reach audiences without a marketing or publicity department and without the budgets and outreach that publishers have? If a house has acquired the rights and promises to publish, how does that writer supplement the work of those publicity managers and develop a direct relationship with everyone from the media to potential fans?

Throughout her career, Dana Kaye has helped authors raise their profiles. As the head of her own independent PR firm, Kaye Publicity, Dana Kaye has succeeded in getting her client's

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books into the hands of as many readers as possible. She has been a driving force behind numerous bestselling authors across all genres, from thriller authors like Gregg Hurwitz and Jamie Freveletti to children's authors like Liz Climo and Claudia Gray, and now she brings her insights to you. Kaye walks writers through all of their options, taking the anxiety out of the pitching process and teaching them how to be their own best promoters. Sharp, intuitive, and user-friendly, Dana Kaye's guide is a must-have for all authors with bestselling aspirations. "When it comes to professionalism, hard work and dedication, Dana is the best there is! She has been invaluable in helping me build my brand, and has come up with really inventive ways to promote my books (like fun contests, which help

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strategies have been pragmatic, effective and cost efficient. I count her as an amazing and essential resource for my clients and the agency. I plan to buy this book by the carton and distribute it not just to clients but to my writer friends as well." — Janet Reid, Agent at Fine Print Literary

Currently a required text at The College of Aspiring Artists, the informative and entertaining book is designed to provide the fundamentals of media relations and publicity in order to effectively launch a publicity campaign. It will provide the step-by-step dynamics of structuring a press kit, biography, press release, fact sheet, media alert and pitch letter to pitching and understanding the media, and will make the process of becoming a Do-It-Yourself publicist fun.



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How to Get Publicity for Your Book is a DIY guide for savvy authors. Would you like to get great publicity for your book without having to spend money on hiring a publicist? Do you think that you have what it takes to be your own publicist and run your own campaign? If so, this book will show you how. I have spent countless hours dedicated to garnering publicity for authors and brands all across the United States and have found that although there is no one-size-fits-all method, there are constants. In this book you will learn what they are and how to apply them to your work so that you can achieve maximum publicity for your author platform. Learn how to create the tools that you need for professional media outreach, platform building, book tour/event planning and so much

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more. I will share with you the mistakes I've made, the successes I've had, the tools of the trade and what I've come to learn from all of my outreach so that you can use it for your own.

The Frugal Book Promoter assures your book gets the best possible start in life, whether your publisher assigns zero dollars or thousands to your book's marketing campaign. A former publicist, the author provides no-nonsense basics to build the essentials you need to build a time-saving social media campaign and knock'em dead lists of influencers that will be more effective than anything you could buy. Pick and choose from dozens of ideas for promotions that she developed or refined through extensive (and award-winning) book

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Carolyn Howard-Johnson (@FrugalBookPromo) is a multi award-winning author of both fiction and nonfiction. She is a former publicist for a New York PR firm and a marketing instructor for the UCLA Extension Writers' Program. She has appeared on hundreds of TV and radio stations both nationally and locally, and her poetry, essays, columns and stories are published frequently in journals and on the web. She admits to loving marketing almost as much as she loves writing. Learn more at [www.HowToDoItFrugally.com](http://www.HowToDoItFrugally.com) From Modern History Press [www.ModernHistoryPress.com](http://www.ModernHistoryPress.com)

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