UPDATED: 2021

Press Release Guide

YOU'VE WRITTEN THE BOOK, NOW MAKE IT NEWS.

The Author Website
TheAuthorWebsite.com

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WELCOME

You've written the book, now make it news.

I've been a journalist and magazine editor for more than 20 years and I'm here to give you the help you need to get traditional press for your book.

– Nicole, Co-Founder, The Author Website

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GET STARTED

Before you make your first press release you need to understand a few things to improve your chances of being featured. This is broken down into three sections:

- Tips
- What should be in your press release
- Template Press Release

Let's get crafting the press release!

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TIPS

Send your press release as an email.

Newspapers have been cut to the bone and for your work to get a chance to be featured you need to cut to the chase and make it easy for reporters and editors to cut and paste your text, grab your images, and contact you for questions. Do not send a fax!

Your connections matter.

You have your best chance at being featured in local papers and magazines and in places where you have a local tie. If you went to college in a town and that locale is featured in your book, make sure the connection is clear right away.

Headline Examples

Penn State Alum Janice Scribner Pens novel nod to local hero Ben Franklin. If you grew up in a different town where you also wish to promote your book, change your press release to something like, ***Hometown Author Janice Scribner Inspired by Johnsonville Courthouse to Pen Franklin Novel.***

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TIPS CONTINUED

Format and style matter.

Newspapers are always written in AP-Style which means they follow certain text guidelines. For example, titles are always in quotes, “Harry Potter” not *Harry Potter*.

Keep it current and connected.

Current events always play well. If you wrote a romance book aim for a February launch and try to tie your opening line (in the biz we call it a lead) to the holiday. Such as **Local Romance Author thinks anyone can find love in 14 days in her book “Two Weeks to Romance.”** If you are aiming for a national campaign the same rules apply, keep your comments snappy and timely.

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TIPS CONTINUED

Keep images clear and high quality.

You must include a clear headshot of yourself. A headshot is a photo from the shoulders up. Also, provide a clear color picture of your book cover at a minimum. I would also highly recommend that you include a picture of you or a subject of the book that you have full rights to use.

For example, if you wrote about a beach include a picture you took of the beach, or better get a promo picture of you walking that beach! This sort of photo increases your chances of good placement. Good art always helps with placement when editorial decisions are made.

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WHAT SHOULD BE IN YOUR PRESS RELEASE

You are ready to get writing your press release. Also, here is your ounce of courage. Do not be afraid to send this out. It is expected after you write a book you must promote it. You did the hard part now get out there because we believe in you!

Press Release Elements

- The first paragraph is your lead make sure they know your tie to the area or the timeliness of your story.
- Try to get a quote about your book from a local.
- Talk about yourself in the third person (really) and quote yourself.
- Don't forget the details if you have a signing or where to buy the book!
- If you have reviews from a blogger, award, or author include them.
- ### lets people know you are finished with the story!

Now you know the elements, read the body of the press release on the next page to understand how it should flow. And, don't forget to include your pictures attached to the email!

Feel free to copy and paste from the press release and enter your own information in the highlighted sections.

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Date: 09/20/2021
Contact: Author Name
Email Address
Phone

Springfield County Mill is the Perfect Place for a Murder

Local Author John Smith announces new murder mystery

Just in time for the spooky festivities, this Halloween John Smith will be Launching the Murder at the Mill mystery series.

“I was so excited to see the Mill as a fictional setting. We hoped it would inspire people one day,” said Sarah Sarahman, owner of Spring County Mill.

Smith said he was inspired by his many years at Springfield, even though he later moved to Shelbyville. He said places like the North Haverbrook Institute were also inspirational fodder for her novels.

“The old walls of the institution and the ivy that grows up the Northside by the old train station seemed like it was just waiting to be turned into a mystery.”

John Smith will be signing copies of his new book at the Springfield Mill on October 28, at 6:00 p.m. at 125 Fake Street. The signing will close just before the nighttime hayride. For more information follow Smith at TheAuthor.site/NAME.

Advanced Praise
“This book really makes our town look hilarious, but let’s not mix fiction with fact. Our Sheriff Whoopsie Bumble is really awesome,” said Spring County Resident Janet Quoteman

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Title: subtitle
Date of publication: Date
ISBN: 000-000000 and Cost $29.99

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THANK YOU!

We couldn't do this without you.

We hope this guide helps write and send out your press release to your local news outlets.

We know it's a lot to take in, but we believe you can do this. After all, you have written a whole book!

If you need more in-person help, we do offer consultation packages. Contact us at **hello@theauthorwebsite.com** for next steps.

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