



The Basic Book Publicity Plan

By Cornelis R. van Heumen

This basic plan is indeed basic, rated at our minimum retainer scale and for our niche, the New Age market. While to list the additional elements (and the list is not all inclusive, just common) is simple, to do them can double, triple and more, the workload.

Of course, these things are baseline. There are always unique elements thrown in from narrowest to widest goals, dependent upon the book and abilities of author, publisher and that most *lucky* thing, opportunity.

A basic publicity plan should include:

- » **A Galley Mailing**
- » **Main Campaign**
- » **Additional Publicity Plan Elements**

Galley Mailing

- » Prepare release(s) and/or galley letters and other appropriate press materials for galley mailing.
- » Develop list and mail galleys to mainstream and alternative publication reviewers with long lead times, e.g., Publishers Weekly, Kirkus Reviews, Library Journal, New Age Journal, NAPRA ReVIEW, etc.. Number ranges from 25 to 50, selected as appropriate to book.
- » Follow-up calls on galley book reviews, and possible author interviews and features.

Main Campaign

- » Coordinate and/or develop press materials for each media type and mode of contact, and develop specific press kit for the book.

- » Continue follow-up calls to the galley list and, when appropriate, send out response card mailing to various media so that they may request review copies of the book and press kit, e.g., syndicated book reviewers, columnists and remaining New Age publications (appx. 250)
- » Mail final review copies to galley reviewers and expanded reviewer list, varies from 50 to 100 dependent upon response.
- » Pitch appropriate newspapers and magazines for author interviews, feature articles, reviews and book mentions (note that major national magazines have a four- to six-month lead time).
- » Develop and pitch various exposure types, e.g., bookstores, workshops/lectures, print, radio and TV, in one or two tour cities.
- » Follow up on final review mailing, continue pitch for articles, features, etc.
- » Coordinate and schedule all media publicity reviews and interviews.

Additional Publicity Plan Elements

Print Media

- » Deeper mainstream penetration directed at general interest magazines, e.g., Time, Newsweek, etc., with news releases and other materials for articles and interviews.
- » Pitching one or more expanded list of mainstream niche publications, e.g., Women's, Men's, Psychology, Health/Medical, and so on, as above.
- » Soliciting newspapers and other publications to a deeper degree through more contacts (potential of many thousands) and, possibly, more than one contact in each, such as lifestyle, managing, opinion and other editors, as well as expanded lists of book review editors and reporters.

Radio Media

- » Pitch radio phone-in interviewers (phoners) regionally or nationwide; frequently tied in with ads in Radio/TV Interview Reports magazine and/or internet sources, such as Guestfinder.com.

- » Pitch in studio interviews in selected cities (local to author, regional to national usually tied in with City Tours below).

TV Media

- » TV and cable-TV talk show proposals directed at leading local, regional and nationally syndicated programs (again, can be tied-in with City Tours below).

City Tours

- » More than one tour city. The goal in each city of the tour is appearances in all three local and/or national media types. Other activities, frequently used as cornerstones for media interest, are also planned, such as book signings, lectures, workshops and other events.

Remember, this is an extremely basic plan. It should, however, provide a framework for a successful book publicity effort .

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