



## Media Clippings: What to Do with Your Review/Article

Excerpted from Maximum Exposure

It is so exciting to get a book review, be interviewed or get mentioned in an article. Even better is using that media mention over and over again to help bolster your promotion campaign.

First, get as many copies of the publication as you can. Then paste up your review on an 8 1/2" x 11" paper so it can be easily photocopied. If it is an oversize article, use legal or 11" x 17" paper and just fold it down when you send it out. Be sure to include:

1. **The review/article.**
2. **Name of the publication** (include the nameplate from the front page if possible).
3. **Date of publication and page number** (usually at the top or bottom of the page).
4. **Add your contact information** to the page including ISBN, price, phone number to order, publisher, author.

Once it is pasted up neatly, get copies made. If it is a color article, get both color and black and white copies made. Be sure to use a copier that is high quality so that your media clipping looks professional.

- » Fax, then send, a copy of it immediately to your distributor. They will pass along this information to their sales reps so they know that your book is making news. The sales reps in turn will tell any bookstores they are calling on that your book is getting in front of their audience, the bookstore customer. Also send it to your library distributor.
- » Mail it to bookstores. If it is a local or regional publication, this is fairly easy. If it has a national distribution list, you can send to the large

bookstores in key markets or to 5 per city or the whole list depending upon your promotional budget.

- » Include it with any other media or sales kits you send out unless the clipping is from a direct competitor of the person you're sending to. For example, a review in the Rocky Mountain News would not be a good thing to send to The Denver Post. It would be good, however, to send to USA Today or Good Morning America.
- » Send it to anyone considering buying your book in large quantities. You could mail it to individual consumers, but that may be cumbersome. Instead focus on the premium sales buyers or targeted groups. Knowing that your book is garnering media attention makes your book more important and worthwhile of their thorough investigation into buying it.
- » Write "Thank You!" on it and mail it to the reporter who wrote it.
- » Post your review on your website and at Amazon.com. (see Section 5 for more information.)
- » Excerpt high powered phrases and include them on your brochure's testimonial section. Use them on the second printing's back cover. Include quotes from reviews in your press release.

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