

FREE RESOURCE for AUTHORITY AUTHORS

Publicity

Google Books

Google Books is another international directory set up by Google to enable books to be located. Their sales details and reviews are visible online – with links through to sales points – and the first few pages are readable online. This is a very interesting system which enables readers to see what the book looks like, read some of the content, but not copy or print anything of what they can see on the screen.

In order to upload a book to Google, you must have a Google mail account, and then sign up for approval to Google Books. The upload process is relatively straightforward, and you can either submit the finished book for scanning into their system or a PDF, with separate front and back cover pages.

The great thing about Google Books is that you can specify where the book may be purchased, and link directly to those places. If your book is mostly found on your own website, then people are easily directed there to buy it. If you are unable or unwilling to have it available on Amazon.com, then you can still share with people the relevant information you would otherwise have visible, like the reviews, and a peek inside the pages.

Press Releases

A press release will help to ensure that the media knows about your book when it's printed and available through your distribution system – even when not available through retail outlets, you can benefit from a press release to help ensure your market finds out about your book.

When you have great news to share, don't advertise it by paying someone to write an 'advertorial'. Instead write a powerful, interesting and attention grabbing press release aimed at getting editors and program producers to pick up the phone and want more information. Maybe they will interview you, write a feature, or just reprint what you've

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sent them, but if they think their readers, listeners or viewers will be interested too, you've got an excellent chance of scooping space in their publication FREE.

Some things to remember when writing a good press release:

- Make the story interesting – not just self-serving publicity. Use a generic angle, don't just talk about how great *you are*, talk about the event, situation, opportunity, product. Be clear, succinct, and don't forget to make it sound BIG – even if you think you are bragging – do it! If you are the only person who's done or doing something, don't hide yourself under a bushel – step firmly into the spotlight, but explain *why* it's of interest to the audience or readers.
- If you are shy about giving yourself a rave, then ask someone else to write the release for you and give them all the BIG details.
- Make yourself available for interviews – put clear contact details at the bottom of the release and invite the recipient of the release to get back to you for more information and/or interview or in the case of a book release, offer to send a review copy and/or excerpts for publication.
- Mention who you are – a brief background or bio – introduce yourself to the editor or producer. Only celebrities who are totally well known household names don't have to do this every time a press release is sent out.
- Don't feel you have to send the release to every media outlet – select only those who might be particularly interested in your news. The media are overloaded with press releases every day – and will block you if you abuse the ability to send you release via online subscriber channels. Be selective!
- Try to keep to only one page – this is a teaser for the recipient. Don't 'serve the whole dish' – promote the best and juiciest bits, and you have a better chance of them coming back for more of the whole story if they are interested.
- Be selective about timing – don't send it too early or too late. Yesterday's news is no longer interesting to anyone but you and tomorrow's news might not even happen.

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TIP:

Try to avoid sending your press releases out to electronic media such as radio, tv, and newspapers when there is a lot of other news happening. For example, if a major earthquake, war, or election is threatening, or a political issue is hotly brewing, reporters and editors tend to be more focused on bigger and more urgent news. While this is not always something you can plan around, sometimes you can delay a release until whatever is currently on page one is a little more settled.

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Identify media to send your press release to:

Media Selection:	Where:
Electronic Media – <ul style="list-style-type: none"> <input type="checkbox"/> Radio, <input type="checkbox"/> TV, <input type="checkbox"/> Online publications 	
Print Media – <ul style="list-style-type: none"> <input type="checkbox"/> Magazines, <input type="checkbox"/> Newspapers, <input type="checkbox"/> Community publications 	
Social Media – <ul style="list-style-type: none"> <input type="checkbox"/> Linked In, <input type="checkbox"/> FaceBook, <input type="checkbox"/> Twitter, <input type="checkbox"/> Instagram <input type="checkbox"/> Pinterest <input type="checkbox"/> Online community groups <p><i>(remember to put hyperlinks into your release where appropriate)</i></p>	
Associations and trade connections Your clients and own database	

Check the following:

- Your press release has an intriguing, powerful, attention grabbing headline.
- Don't make it 'all about you' in a self- promotional way but keep the end audience/readers in mind – what is of interest to them? Keep it generic – the release is a teaser which you hope editors/producers will be interested enough in to follow up and interview you for more information.

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- Put a clear set of contact information at the end so that editors/producers can contact you and follow up for more information.
- *Proofread and double check the quality of the writing* – remember you are sending this to professional communicators who will not bother to read anything that’s unprofessionally presented.
- Finally: Check it again – if you were reading this story in a magazine or newspaper, would you think it was *interesting*, or just *self- serving rubbish*?

Press Release - 11 January 2017:

International Recognition for Local Inventor <Bold headline>

Local business man turned inventor John Jones has been awarded a prestigious contract to supply

This is where you write the real story – what’s happened, who does it involve, why is it of interest to the editor who will read this – and how can you make it sound compelling and NOW.

Next paragraph is where you put some background to the story or situation.

Summarise the story a little more.

John Jones has been... <write a 100-150 word outline here and have it proofed before sending>

For more information please contact John Jones at: <Email>, or <Phone>,