



KSB Promotions is happy to help publishers and authors increase awareness of their books/authors by:

- creating tailor-made campaigns for every project
- preparing media kit materials
 - targeted media releases
 - supplemental releases
 - author bios
- selecting appropriate media to receive material and/or review copies
 - build specialty media lists
 - supply mailing labels
 - review/update media lists
- thoroughly following-up with all key contacts to
 - encourage coverage
 - answer questions
 - suggest possibilities
 - arrange interviews or excerpts

KSB Promotions specializes in promoting cookbooks, travel guides, children's books, home/how-to, consumer health, gardening, outdoor/recreation, parenting and general lifestyle books — and their authors.

Let us put our 40+ years experience to work for you.

Reasonable Terms:

- by the project
 - by the hour
- www.ksbpromotions.com**

KSB Promotions
Visibility Specialists

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You May Want to Hire a Publicist If

1. You don't like talking on the telephone, especially to pitch yourself to the media.
2. You don't like talking about yourself.
3. You get defensive if someone isn't interested in your book or subject matter.
4. You are trying to do it ALL yourself — publicity, sales, shipping, billing, collection...
5. You have another full-time job and are trying to do this on the side.
6. You've been told that all your publisher is doing for publicity is including the book in their catalog and sending out 100 review copies.
7. You are a speaker who spends a lot of time on the road.
8. You aren't sure what media to contact about your book.
9. You want to really saturate the media in California but live in New York and can only work on this 9 - 5 EST (or vice versa).
10. You aren't sure how to best approach the media.
11. You are busy working on your next book.
12. All this social media stuff — Facebook, Twitter, blogging, etc. — has your head spinning & you really don't want to spend a lot of time getting up to speed on this.
13. Your publisher did a good job launching the book, but now that it is six months old-or older, the publisher won't devote any more money or personnel to ongoing promotion.
14. You are a small publishing company with only a few titles and either can't keep a publicist busy full-time or can't afford to have a full-time publicist on staff and everyone else on the staff is too busy or not qualified to help with the PR.
15. You are a mid-size or large publishing company who has a very special book that needs very special attention and your staff has to take care of other projects.
16. If you can afford one.