



**KSB**  
*Promotions*  
*Visibility Specialists*

## Selling the “News Value” of Your Book to the Media

Before you begin trying to get the media’s attention, make sure you are thoroughly prepared for the interviews. Have you read your book recently? What are the main points you want to communicate? Can you do it succinctly, in an interesting way? Do you have additional information and statistics you can quote? Are you comfortable talking with reporters? Are you ready to go on the air live? Do you have your wardrobe in order? Your hair cut?

1. *Be timely.* Stress the information your book offers, and how it is applicable to current news or concerns.
2. *Be local.* Tie in some of your key ideas to something happening locally.
3. Get the media the *information* they want, *when* they want it, in the *form* they want it, via the *medium* they prefer.
4. Make sure the *right people* are getting the *right information*.
5. *Be accessible.* Can a producer/host/editor/writer reach you easily at the number you’ve left? If they don’t reach you after one or two tries, they will go on to another source. Are you willing to get up early or stay up late to get the coverage?
6. Make sure *everything* you send the media (releases, books, videos, audios, etc.) or send the media to (your web site, blog) is completely *professional* looking/sounding.
7. *Gimmicks* can sometimes be effective.
8. Consider *co-op*. Find another publisher, author, or expert who has the same message but is coming at it in a different way. Pitch yourselves as a team or panel. Or find others with an opposing point of view, and pitch yourselves as perfect to examine the topic from different sides.
9. *Follow-up...follow-up...follow-up.* But be polite.
10. If at first you don’t succeed, *try again...and again.* Don’t limit yourself to one angle, one idea. Keep the ideas percolating and the network lines open. Don’t be afraid to try new things.

Remember, if you make their job easy and pleasant, they will be happy to use you as a source again and again.