



# **KSB**

*Promotions*  
*Visibility Specialists*

The *right* promotional campaign for any book means choosing the *right* approach, contacting the *right* people, and understanding that to do it *right*, takes time.

Have you considered...

- ☛ **WHO** is the ultimate “buyer” you are targeting?
- ☛ **WHERE** are you going to begin? Locally? Regionally? Nationally?  
With book editors? Feature editors? Others?
- ☛ **WHAT APPROACH** are you going to use? Mail? Fax? Email? Calls?  
What first? What next? Make sure you have a detailed plan.
- ☛ **WHAT** are you going to send? Books? Releases? Brochures? Photos?  
Media kits? CD? Other? Incomplete material will be tossed.
- ☛ **WHEN** do you need start to tie into a key event or idea?  
E.g.: If you are suggesting your book as a holiday gift, understand that *national* magazine editors complete their holiday issues in May or June; *regional* magazine editors may complete their holiday issues in September; newspaper editors usually compile these stories in early November; some even earlier. When in doubt, call first.
- ☛ **WHY BOTHER?** Because you can’t get “sales” if no one knows the book exists. Media can be the key to informing the end “buyer,” but the media won’t know if you don’t tell them.
- ☛ **CREDIBILITY** — Do you or your author have the necessary credentials to be believed? Do you (they) need to polish your interview skills?  
Can you distill your message into succinct “sound bites”?
- ☛ **FOLLOW-UP** — This may be the most important step in getting free publicity.
- ☛ **TIME** — It always takes more time than most initially plan to get everything into place for a promotional campaign.
- ☛ **PATIENCE** — Coverage doesn’t always happen instantly; often the idea can be planted but the time is not yet right to run the story.

What is the **cost** — both in time and out-of-pocket expenses — to do the promotion *right*? What is the **cost** of doing nothing?