

Book Publicity-Acquiring An Added Edge

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Every author's dream is to successfully publish a book. Authors spend years pursuing this dream, a life aspiration into which they pour their hearts and minds. Many think that after a publisher has agreed to publish the book, the majority of hard work is done. Actually, that is when the hard work begins in earnest - marketing and promoting the book.

Established publishers release more than 100,000 books annually, not including subsidy published books and e-books. How then does one make a book stand out and receive the attention it needs and deserves? Books are a business, so authors need to think along those lines. Authors need marketing and publicity plans for their books. That often entails hiring a publicist.

At Strategic Vision, LLC, we suggest that authors secure a publicist at least three to four months prior to the book's publication. This allows adequate time to organize the publicity and marketing campaign for the book. What are the elements of this marketing a publicity campaign?

We first analyze the book for potential newsworthiness and send book galleys to high-profile publications for inclusion in the book review sections. Most publications require at least six to eight week advance notice to consider reviewing the book. Magazines such as Publishers Weekly, Time and Entertainment Weekly demand even more lead time, generally three months. We also develop an author's website and press kit during this period to prepare for media coverage.

Next, we begin contacting radio and television shows to secure bookings for the author, pitching various story angles to the producers. Strategic Vision believes its clients always have two stories to tell-the book and the author. Often it is the author's story that catapults book sales into bestseller categories. One of our most successful clients wrote a romantic thriller, which garnered strong reviews and sales. However, when readers and the media found out what led to writing the book, her sales were even stronger. After a near fatal accident, she had abandoned a successful career on Wall Street to pursue her dreams as a writer.

Even if the author does not have a publicist when the book is first released, this does not mean that publicity cannot generate sales. For those authors who seek publicity after the release of their book, we launch a jumpstart campaign. This involves formulating a comprehensive campaign of radio and television interviews. Believe it or not, a book does not have to be on Oprah and CNN to achieve success.

One author sought us out after his book experienced mediocre sales during the two years following its release. Within five months, he appeared on FOX News Channel and MSNBC with sales increasing twofold from when the book was first released. Indeed some books are on the market for several years before they take off and are made into bestsellers and movies.

Marketing a book well requires patience and perseverance. To the authors who possess these qualities and are determined to see their books succeed, publicity is what gives them the added edge.

Strategic Vision
David E. Johnson
2451 Cumberland Parkway
Suite 3607
Atlanta, GA 30339
www.strategicvision.biz
djohnson@strategicvision.biz

A full service public relations, marketing, & design agency.

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