

MEDIA KIT

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Imagine! Someone wants to know about you and your book(s) and is even willing to promote your book! You are asked to forward a short biography, a photograph, book cover pics...the list goes on...and you need all of this information in short order.

This is the time you wished you had not delayed creating your MEDIA KIT. No MEDIA KIT! Now, you have to go scrambling around to find photos, bios, reviews, excerpts...all the details you need to publicize your book. It's time consuming and often frustrating, especially when you have a deadline.

A MEDIA KIT has every detail at your fingertips. Podcast hosts, bloggers, radio hosts, the press, and all others interested will be impressed with your efficiency and professionalism, are more likely to actually use the information, and are even more likely to reach out to you again.

Here is th opportunity to create your KIT...everything you need to know in this document. The following pages list eight elements to include in a MEDIA KIT, explain how to save your KIT in three formats, and offer recommendations for using your MEDIA KIT.

Media Kit Contents

1. A BIO - make it short and memorable.
 - a. Introduce yourself, in the third person and/or by your name. For example, use "she" or "he" and "Sam" or "Smith." Also, consider using a fitting description, such as, "sex therapist," "marine biologist," or "novelist," etc.
 - b. Capture your background. For example, "20 years in higher education" or "a degree in radio and television," etc.
 - c. If your background is significant to your book, briefly make that connection. For example, "Julie's career as a detective lent itself perfectly to her writing a suspenseful and page-turning mystery series."
2. LINKS – A MEDIA KIT includes the URL links to your website, blog, and all social media pages that pertain to you as an author. Include URL links where people can buy your book...a URL link for each book.
3. PHOTOGRAPHS – Prepare a good digital photograph (head shot). Consider including both a professional photo and a casual photo. Also, include digital photos of each book cover. For variety, add some different shots, such as, a stack of books with your book prominent...or a stack of all your books.

Save photos in a JPEG (preferred) or PNG file format, in high resolution. (If you have a logo, save it in the PNG file format.) Because sizes of photos vary according to use, i.e., website, press release, sell sheet, etc., it's best to ask the person requesting your photo for the appropriate size. (If you don't know how to resize, find someone to do it for you.)

4. FAQ'S - Most authors get the same questions all the time. "Where do you get your ideas?" "How do you find the time to write?" "When do you write?" Include such questions. You are making it easy for your audience, i.e., podcast host, blog host, the press, etc. Include questions about:
- yourself, your background, your writing process, and what motivates you to write.
 - your book(s). For non-fiction, add questions about specific content of your book(s). If your book is about gardening, include questions about soil, or organic vs non-organic food, etc. For fiction, add questions about setting, characters, theme, etc.
 - what is unique about your book.
 - what you are working on currently.

5. PRESS RELEASE - Writing a press release may seem daunting. Note, however, if you can write a book, you can write a press release! For more information to ease this challenge, Google "how to write a press release for authors" or try this link: <https://coschedule.com/blog/how-to-write-press-releases-examples-templates/>

Remember, a press release is news. The press release is NOT about your book. It's about something happening now...a book release, a book signing, a workshop using your book as the source, etc. It's new, original, unique, and important information.

If you are announcing a book release, what was your unique approach...your special motivation for writing the book? Perhaps you were compelled to write it because you learned something very interesting or surprising about yourself when traveling in Bosnia, or overcoming addiction/illness, or when you met your newly found family members via a genealogy search. Maybe you are a marine biologist and your book is about sharks.

Key in on what is unusual about your and/or your book.

Here is a sample press release for an author: <https://cutt.ly/6rNeWX2>

A sample structure:

- Date
- Heading
- Sub-heading,
- Introductory paragraph that gets right to the point
- Body
- Contact information
- Link to where people can buy your book. (More than one book? Have a link for each book.)

Here is a visual guideline for basic structure: <https://cutt.ly/SrNeJ8W> Be sure to add photos: headshot, book cover, and logo, if you have one.

A sample format:

For Immediate Release

Date:

Phone:

Email:

[INSERT INTRIGING HEADLINE] *Include your last name.*

Summary Bullet Point One

Summary Bullet Point Two

Summary Bullet Point Three

Introductory Paragraph

[QUOTE] *Your quote.*

[Second Paragraph]

[Third Paragraph]

[QUOTE] *Your quote.*

Closing Paragraph that briefly ties back to the introductory paragraph.

Be sure to include appropriate portions of your MEDIA KIT, i.e., title of your book(s), contact information, link to your blog/website, link(s) to where people can buy your book, etc. If appropriate, provide the URL link to your dedicated “Media Kit” page on your website/blog. (See “Saving Your Media Kit on Page 4.)

As always, keep it short.

6. SELL SHEET A sell sheet is a concise, one-page document that provides all the details about your book. Link it to your dedicated “Media Kit” page on your website/blog. Also, save as a hardcopy document to sell or promote your book to retailers, wholesalers, book club leaders, fellow authors, buyers and more.

For examples, click here: <https://cutt.ly/4rBFgcq> The Canva website (<https://www.canva.com>) is an easy and inexpensive way to create an outstanding sell sheet.

Besides your headshot and a photo of the book cover, include all practical information:

- Title
- ISBN
- Number of pages
- Formats
- Publisher
- Date of publication
- Links to places people can purchase
- Link to your MEDIA KIT on your website/blog.
- Links to your author social media pages
- Reviews
- Awards

- Price (optional)
- Your Contact information

7. A SAMPLE CHAPTER (optional) You can also include a sample chapter, or an excerpt.

Remember, however, if your book is enrolled in KDP Select (Amazon's exclusivity contract for Kindle books), you can only provide short excerpts, so keep it under 10%. Be sure to check back with KDP Select should they changes their policies. For books that aren't enrolled in KDP Select, consider asking reviewers if they want to see the full book. If yes, ask the format they prefer, i.e., PDF URL link, PDF document, or an actual book.

For bloggers or podcasters, create a document with excerpts from your book(s).

8. BOOK REVIEWS. Be sure to add your best and/or most impressive reviews. Keep to a minimum, two or three per book. (See more information about reviews below.)

Saving Your Media Kit

Let's discuss saving your KIT in three forms:

1. **Form One:** Once you have written all the content, save each as a PDF document. For photographs, you have already saved in JPEG files in an earlier section (page 1, #3) of this document.
2. **Form Two:** Now, save it again as a "webpage" or "single file webpage." When you save in this format, the URL link for each document will appear in your browser. Copy and paste these URL links in a location that is quick and easy for you to find when you need it again.
3. **Form Three:** Create a URL link to your MEDIA KIT that is posted to a dedicated page on your website/blog, as follows:
 - Create a dedicated page and name it, something like "Media Kit."
 - Post the eight elements of your MEDIA KIT to your dedicated "Media Kit" page. Save and close.
 - Access your newly created dedicated "Media Kit" page. You will see URL link, above, in your browser.

To release:

Option 1: Use these PDF documents and JPEG photographs in emails to reviewers, bloggers, etc. Do so by uploading the PDF documents and JPEG photos, noted in **Form One** above, as attachments.

Option 2: Send information via URL links, as noted in **Form Two** above. Copy and paste the URL links into the body of your email message.

Options 3: Copy and paste this URL link, as noted in **Form Three** above, in an email message and forward. , reviewers, etc. Now, they will have a single URL link to all elements you have posted on your dedicated page on your website/blog.

By the way, are your URL links too long? You can shorten for easy reading.

- Access Cuttly by click on this link <https://cutt.ly/> It's free.
- Copy and paste the URL link you want to shorten in the field provided on the Cuttly homepage.
- Click "Shorten" on the right. Your shortened URL link appears.
- Click "Copy" on the right and paste as you wish.

For example, I shorten the URL link to my "In the Know!" Interview Request Form from this https://1118b45e-c070-439d-b371-bd8235a061aa.filesusr.com/ugd/db9e64_baf6dde5ac7a4271832c1f7bbd157a61.pdf to this: <https://cutt.ly/irLWRRRC> .

This shortened URL link is good to use digitally and especially good for printed materials, such as, book markers, sell sheets, etc.

Using Your Media Kit

You have your MEDIA KIT and it's posted on your website/blog. Now, let's put it to work.

1. Add a shortened URL link to
 - a. your author pages on social media,
 - b. your signature on your email account,
 - c. your printed business card,
 - d. your signature book marker,
 - e. your Podcast "Pitch," and
 - f. any place else you can think of!
2. Send the shortened URL link to those who may be interested in you. Keep a record/spreadsheet of all those have contacted and edit it as these contacts progress. This will help you keep track of who you have contacted and the date, in case you forget.

This group of people are all interested in great content so don't worry about approaching them. Of course, as always, be professional, polite, and brief.

They may or may not want your content or contribution right now, but perhaps they would be interested in the future. Log this information on your record/spreadsheet.

How do you know when your information is posted? Don't wait for them to tell you and don't bug them. Track it! You can track for free by using "Google Alerts."

How to Set Up Google Alerts

1. Decide on your keywords. Think about adding your book titles(s), your pen name, your website/blog, etc. (For ideas on Keywords visit [Google AdWords Keyword Tool](https://cutt.ly/3rBQtMz) - <https://cutt.ly/3rBQtMz>)

2. Visit Google Alerts, <https://www.google.com/alerts> , type in the keywords you chose by completing #1 above.
3. Repeat the process for more keywords (You are allowed up to 1000 alerts).
4. Your alerts will be automatically emailed to you.
5. When you see someone has posted your information, be sure to send them a thank you note.

3. Send your dedicated “Media Kit” page URL link to book reviewers. To find reviewers, use Amazon’s Top Reviewers (<https://www.amazon.com/review/top-reviewers>). Be sure to dig deeper to find those who have reviewed books in your genre.

Some reviewers will have contact information. Some may only have a name. If so, perform a Google search to find their website and contact information.

Note, not everyone accepts emails from authors. Be sure to check their policies and preferences in this regard. If they do, send a polite, warm, and short message and ask if he/she is willing to review your book.

Yes, it’s a lot of work, but your MEDIA KIT is incredibly useful! Don’t be shy. Think creatively!

CONGRATULATIONS!

You did it! Now you have everything in an easy-to-access location. Of course, you will need to update as you write more books and your career progresses so that you are always armed and poised to show off your work and your talents with a terrific MEDIA KIT!

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“In the Know!” podcast show: <https://www.diannabroad.com/podcast>

