



# PR for Authors: How to use public relations, press releases, and social media to sell more books

*Michelle Campbell-Scott, Nancy Hendrickson*

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## **PR for Authors: How to use public relations, press releases, and social media to sell more books**

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Why This Book Could Really Help YOUR Book Sales Public relations - or PR - is a vital part of any author's marketing toolkit. Not just because it is free, it's extremely powerful and quite under-used. Yet it isn't difficult. Lots of authors think they don't need it - that's why it can work well for you because most people aren't doing it! PR is about being available, being friendly, and having information to send to people who ask for it. Those people could be reporters, bloggers, reviewers, or anyone who may be interested in your book, your message, and your author brand. **HOW PR CAN HELP YOU** You could get started on a PR campaign right now. All you need to do is write a press release and send it out online via a free online press release distribution service. Press releases are one of the most important tools of PR. Lots of authors struggle with this but it is a learned skill that you can easily pick up. You could even send out duff press releases and still get good backlinks and SEO for your site and social proof for yourself. Not that you'll have to, after reading this book! It's all about social proof. You need to make sure that you're everywhere, should reporters decide to come looking for you. Your frequent sending of press releases and posting on social media should make that much, much more likely. Establishing yourself as an expert will also help that, too. Use the tips and techniques in this book to build your own personal database of reporters and other contacts, improve your social media skills (so you don't waste time but do reach the right people), and make sure that your author brand and reputation - both online and off - are the best they can be. **THIS BOOK WILL SHOW YOU:** \* What PR is - and what it isn't. \* How to find great lists of reporters using a little-known method. \* How to find the 'story' or hook in your book to turn it into a great press release. \* The best free press release distribution services. \* The PR possibilities of your website. \* How to set up a 'press room' on your website. \* The PR possibilities of social media. \* What to do next time you publish a book, for maximum PR exposure. and lots more.

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