



Creating a Press Kit

WHAT THE MEDIA
NEEDS TO KNOW
ABOUT YOUR BOOK

Marie White

Elements of a

press kit



BACKGROUND

If you're reading this then I assume you've read the book *Your Author Website: Why You Need One and What it Should Look Like*.

Building on the skills and information we talked about in that book, you will also need to have a press kit to present to podcast hosts, show producers, newspapers, talk-shows, radio show and agents.

Your press kit is similar to your website because it contains everything a producer needs prior to your appearance on the show.

A GOOD PRESS KIT INCLUDES:




- Your full name (or pen name)
- Your website URL
- Your email address and phone number
- Your author headshot
- The front cover of your book (it can also include a 3d image of your book)
- A short synopsis of your book
- Professional reviews
- Personal reviews
- A link to your book on Amazon, Barnes & Noble, etc.
- Any awards or nominations your book has received
- Your press release
- A short version of your bio
- A long version of your bio
- Topic ideas based on your book
- Topic ideas based on your life or story
- Sample interview questions

SAMPLE PRESS KIT:

On the next page you will see what my press kit looks like, it is 12 pages long.



A LOOK BEHIND THE CURTAIN:

 <p>Marie White Julie K. White Book Reviewer Book Reviewer</p>	 <p>STRENGTH AMONG CHILDREN Christine E. Pohl Book Reviewer Book Reviewer</p>	 <p>LIFE Christine E. Pohl Book Reviewer Book Reviewer</p>	<p>Sample Review</p> <p>1. This book is a must-read for anyone who is interested in the lives of children and their families. It is a book that is both informative and inspiring. The author, Christine E. Pohl, is a professional and a mother. She has written this book for a long time and it is a book that is both informative and inspiring. The author, Christine E. Pohl, is a professional and a mother. She has written this book for a long time and it is a book that is both informative and inspiring.</p>	<p>Sample Review</p> <p>1. This book is a must-read for anyone who is interested in the lives of children and their families. It is a book that is both informative and inspiring. The author, Christine E. Pohl, is a professional and a mother. She has written this book for a long time and it is a book that is both informative and inspiring.</p>	<p>Sample Review</p> <p>1. This book is a must-read for anyone who is interested in the lives of children and their families. It is a book that is both informative and inspiring. The author, Christine E. Pohl, is a professional and a mother. She has written this book for a long time and it is a book that is both informative and inspiring.</p>
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CONCLUSION

Search online for other author press kit examples and use the best elements of each to create your own.

My press kit is pretty basic, but it has worked for more interviews than I can count.

Your goal is to help the show be the best experience possible for everyone.



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