Media Kit Components

* What is a media (or press) kit?
  + Kits may be printed or available as a PDF file online. Prepare to provide either on request. Know your targeted media.
  + An Author Media Kit is an essential component in the toolbelt of all serious authors. It’s the one packet of information that stands between you and getting media attention for your latest book. And, with nearly 3,000 new books published daily in the US alone, you’re going to need all the help you can get. Therefore, knowing how to create a media kit that makes you stand out from a sea of sameness is crucial. (www.softpresspublishing.com)
  + Media kits provide a one-stop shop for everything people need to know if they want to feature you or your book on their website, blog, publication or as a speaker.
  + Send these kits to reviewers and book bloggers; media outlets such as websites, magazines and newspapers; bookstores/libraries that may be interested in stocking your book.
  + Kits may be wire bound or placed in a project folder or small binder. Consider you may need to mail them, so you probably want to keep it as light as possible.
  + The ease of helping someone promote you directly affects how many people willingly do so.
* Press release
  + A press release includes a shortened version of the overall media kit. Keep it to about ***one page and audience specific***. This component is time sensitive and need only be included when you are releasing a new book. Your press release should have the following elements:
    - Catchy headline
    - Cover Image
    - Brief synopsis (think elevator speech)
    - Newsworthiness (feature angle)
    - Contact details
    - Book details
* Author Bio
  + Provide both long and short versions. The short version should be basic information only, usable in small spaces for promotion purposes. In the long version, include any awards, associations, and other pertinent information. Exclude non-essentials. (For example, unless my book is about arts and crafts, my membership in Needlearts doesn’t matter. If I plan to speak, recognition as a CLASS alumnus can make a difference.)
  + The bio may or may not include a high-res professional photo.
* Book Bio
  + Include a synopsis as well as full details (Full title, series title [if applicable], page count, genre, publisher, publication date, ISBN, price, available formats, where to purchase, whether you offer group-sales discounts or additional resources for clubs or study groups).
* Book Trailer
  + These are becoming a hot book marketing tool – learn about them soon.
  + Include as part of an online press kit.
  + In printed materials, list any and all links to trailers you created about this book and about yourself as an author.
* Testimonials
  + Use beta readers to obtain these
  + Paid reviews (if applicable)
  + Preferably others than family and close friends
  + Well-known people are a plus
* Target Audience
  + Target for this book – ideal reader (age, gender, ethnicity, education level, specific interests, location, income).
  + Current sales for this book
  + Past sales and demographics of buyers for all published books
* Book Excerpts
  + Choose the best chapter, opening and ending
  + Make sure these are strong scenes and the ones most likely to compel people to buy and read your book.
  + Give the audience a taste, but leave them wanting more.
* Comparable Titles
  + Be honest about similar books
  + Avoid over-inflating yourself
  + Avoid the “I’m nobody” mindset
* Other books
  + In the same series (critical if part of a series) or published
    - Provide cover images with titles, brief summary, publisher, ISBN
  + WIP
    - Working title, brief summary, anticipated release date, cover image if available
* Interview Questions
  + Use 5-10 interesting questions with unique answers relating directly to your book’s content, plot, genre, or focus. You may even throw in a few personal questions to share your personality or interesting information about you not included in your author bio. The main point here is providing your own questions will help your interview stand out from the others the interviewer is doing.
  + Include a FAQ list of what people often ask you.
* Story Ideas for Reporters
  + Helping a journalist by giving them exclusive or insider information makes a compelling story your audience will gravitate toward.
  + Include links to any stories already published about you or your book.
  + Why is your book relevant or important?
  + What makes your book unique and standout from others? Be realistic.
* Downloadable Author and Book Photos
  + Make sure these are high resolution. They can always compact them if needed for online usage, but they cannot use a web-sized photo to enlarge and print.
  + Always use a professional photo, not one you snapped with your phone (no matter how awesome of a phone you use).
* Contact Author
  + Include Name, address, phone, email, website, social media credentials.
  + Agent, manager or publicist – include their information as well

Sources:

[www.softpresspublishing.com](http://www.softpresspublishing.com)

[www.adazing.com](http://www.adazing.com)

[www.writersedit.com/self-publishing/how-to-create-a-professional-author-media-kit/](http://www.writersedit.com/self-publishing/how-to-create-a-professional-author-media-kit/)

[www.allfreelancewriting.com/author-and-book-media-kit-components/](http://www.allfreelancewriting.com/author-and-book-media-kit-components/)

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