

(Your letterhead)

MEDIA RELEASE

Contact: Your name
Phone #
email

FOR IMMEDIATE RELEASE (*or future
release date*)
KILL DATE: (The day after your event or
the day you want coverage to end)

A SHORT CATCHY TITLE

In your first paragraph, boiling down your story down to one paragraph. Like the opening paragraph of your book, this one needs to shine. Include the date, time, and location of any event you are promoting. Include your website address or business phone number for more information, if you want that made public. If you are promoting your book's publication, think about the main question your book resolves, not just the book itself. Distill that question down into a few good, tight sentences, and tell how your book solves that problem.

Flesh out your story in a couple of paragraphs. A few interesting quotes or strong (short) reviews would be helpful. Use short paragraphs, check for repetition and try to say it succinctly. Get it down to one page. To reduce length, send a separate page with quotes or additional background information in the media kit.

The last paragraph should talk about you, the author, with a brief background. How are you qualified to write this book; what makes you interesting? Include your website address or business phone number again, and where your book is available. If story space is tight, the editor may chop this paragraph up. Including your contact information or book availability information at both the top and the bottom of the release gives you an extra chance of having it included.

Shorter is always better.

###

Three pound signs (above) are centered at the end of the release. It is industry practice and tells the editor to stop scanning for information.
