

As Featured On



Small Business
Trendsetters



THE POWER OF THE PRESS RELEASE

HOW TO WRITE A BOOK PRESS RELEASE
& MAKE IT YOUR SUPERPOWER



Blaise the Trail inc.

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BLAISE IS A BESTSELLING, MULTI-AWARD-WINNING AUTHOR & PR GURU

We are an online world and we have flocked to the mediums of social media to promote our businesses; but most authors and companies, small and large, are not taking advantage of a key medium that is more powerful and the most cost-effective – The Press Release.

With over fifteen years of experience in broadcast journalism and communications, Blaise has been on both sides of the press release. She relied on them for her news stories and she writes and distributes them as part of a public relations marketing strategy. Connect with Blaise for one-on-one help with producing a Powerful Press Release.

HOW TO WRITE AN EFFECTIVE PRESS RELEASE

Over 70 percent of journalists still view press releases as the best way to receive news tips. This is also a Superpower for any Author wanting to get their name, book, and message out to the masses. This helps build credibility and creates an online footprint of authority.

Find the News Angle (the Book Itself Isn't News)

Most book launches aren't news in and of themselves. In the world of traditional publishing alone, more than 2 million books are published every year. Only a tiny fraction of those will ever get media exposure.

So what makes a book launch newsworthy?

Here's the hard truth: it has nothing to do with the book itself. Media outlets aren't looking to sell your book; they are looking to reach their target audiences. A book press release doesn't outline your book or promote your book launch party. Instead, it focuses on how the material in your book will connect with a certain group of people. The idea is to give journalists a clear hook or catchy headline that will catch the attention of readers. This will entice them to contact you and do a story about you which is free and possibly attend your launch.

Your job is to find that angle. What idea in your book will get someone's attention?

Here are four common news angles used in press releases:

1. Current Events

Does your book tie into something in the news right now? This could be news related to politics, government, sports, or entertainment. If so, how does it relate?

Do you have fresh insights? Does your data prove something unexpected?

2. Google or Social Media Trends

Tie your book into anything currently trending on social media. This could be anything from a fad diet or cultural meme to a major hashtag or social movement. The more prominent the topic, the more likely it is that media outlets will think your book is of interest to their audiences.

3. Gripping Stories

If your book has a gripping story, emphasize it.

How did your message save a life, turn a business around, or bring people together across the world?

What were some of the hardships you faced, and how did you overcome them?

What major events in your life got you to the place you're at today?

Don't fake drama, though. If you've written a straightforward business book, don't play up an emotional angle just to get attention. People will see through it.

But if you do have a unique history, put it front and center.

4. Famous Endorsements

Endorsements signal exactly who a book is for and how wide its appeal might be.

The more credibility and social status the endorser holds, the more powerful the endorsement.

If someone famous is talking about your book, use it to your advantage. Did you get feedback from a famous author? A TV star? A radio host? Someone prominent in your field? Media outlets are more likely to pay attention to Authors who have the backing of another trusted public figure.

If you want media outlets to respond to your press release, it has to be properly formatted. They don't want to put much work into modifying it for syndication. A good press release follows these guidelines and includes these parts:

- Write in the third person
- Your press release should sound like a news story, not an advertisement
- Journalists use the press release as the basis for their coverage. They won't take extra time to rewrite pieces written from an "I" perspective.
- Press Release Headline
- Subheader
- Intro
- Body (The Meat) and include a Quote
- Short Author Bio (a.k.a., "Boilerplate")
- Book Info
- Call To Action
- Contact Info
- To Indicate End of Document put (-30-) at the bottom of press release in the centre

**THE MEDIUM IS THE
MESSAGE...
Marshall McLuhan**

Make Your Press Release in Word Then PDF it to send out

YOUR LOGO HERE

FOR IMMEDIATE RELEASE

MAIN PRESS RELEASE HEADLINE

Italicized Sub-header

[CITY, PROVINCE, Month Date-] Body of the release.... The details

“Quote”

[Your Business Name] is a [Boilerplate description...]

Call To Action

-30-

Media Contact:

Your phone

email

website



SENDING OUT PRESS RELEASES TO MEDIA

1. Start with local media and build your list as you go. Also Chamber & local organizations.
2. Google local (TV, Radio, Newspapers, and Online News Outlets on Social Media)
3. Scroll to bottom of webpages and click on "Contact Us" (look for newsroom, newstips, editor, publisher, radio morning hosts, reporters, and station manager's email addresses.
4. Call and ask for the newstip email.
5. Make a media contact list and then create a media contact folder in email.
6. When you are ready to send your pdf press release, address email to yourself and bcc the media contact list.
7. Subject line reads: Local author advocates for mental health in the community press release..... etc. (Something like that) short and to the point.
8. Body of the email - Hi there, please see attached press release regarding a local author advocating for mental health in the community. For an interview, please contact 780-777-7575 etc...

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THIS CAN BE YOU!

If you want to get featured on Fox,
ABC, and other major media outlets,
connect with Blaise today.



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