

How to Write a Winning Book Press Release

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No matter how great your book is, if people don't know about it, it will never sell. And, writing press releases for books, movies and charitable events are not all the same. Here are some tips on how to write a compelling press release aimed specifically at buyers of your book.

Difficulty: Moderately Easy

Instructions

things you'll need:

- A publisher, agent or public relations firm
- A computer with word processing software
- Access to the Internet
- Access to Email

- 1 All press releases should begin with contact information for you, your agent, publisher or public relations firm. Be sure to include all snail mail and email addresses as well as firm, personal and cell phone numbers.
- 2 At the top of the page, type **FOR IMMEDIATE RELEASE** in boldfaced letters, followed by today's date.
- 3 Type and boldface the title of the book in a point size that is at least two points larger than the body of the press release.
- 4 Write a dynamic first paragraph that is designed to hook your reader's attention. Space permitting, try to include some brief information about the book or chapter titles. Many booksellers, wholesalers and readers who are in a position to buy your book will determine within the first 10 seconds whether or not to keep reading. Make the first paragraph count!
- 5 Organize your thoughts into one or two paragraphs. The entire press release must fit on a single page.
- 6 Wrap up the press release with a sentence or two that summarizes your intent and what you want the reader to do.
- 7 At the end of the press release, reiterate general information about the book: the title, publisher and where the reader can go for more information about purchasing the book. It's a great idea to direct your reader to a web site where they can read excerpts from the book.
- 8 On the bottom of the page, center the characters ### to let the reader know that this is the end of the press release and there are no further pages.

Tips & Warnings

- Write your paragraphs so that they are short and directly to the point.

- Excite the reader and give them reasons why they should read your book.
- Always provide contact information for the author, their agent or publisher.
- Don't leave out the contact information. Bookstore owners are busy people. Don't make them hunt down your telephone number or email address.