

What to Include in Your Book Media Kit

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Contact me if you need help with the writing, design or production of any of these items. My group of associates and I have many years of experience working with speakers and authors. We're here to serve your needs.

Gather the following items and arrange them in a classy folder. Print color postcards of your book cover, and paste one on the front of the folder. You may also want to upload these items to a dedicated media page on your website.

Your media kit may include all or some of the following items:

- Fact Sheet/Book One-sheet
- Book Summary
- Book Excerpt
- Copies of Published Articles
- Book Reviews
- Praise and Endorsements
- Story Ideas and Backgrounders
- Your Biography/Author Information
- Your Photo: Black and White and Color
- Frequently Asked Questions
- Interview Questions and Answers
- Interview Topics
- Testimonials
- Cover Letter
- News Angles
- Interview Topics
- Brochures
- Tour Schedule/Calendar of Author Events
- Media Clippings
- Publisher and Purchasing Information
- Press Releases
- Success Stories/Case Studies
- CD, DVD with Audio and Video Clips
- Additional Resources
- Color Postcards of the Book Cover



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