

ADVANCE INFORMATION SHEET

Your email address

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The Essential Details

**INSERT COVER
IMAGE HERE**

Category:

ISBN:

Format: eBook – date of release

Paperback – date of release

Hard back – date of release

Available on Amazon, online &
in all good book shops

Price: TBC

Release Date: xxx (eBook) &
xxx (paperback)

Book title

By Author name

**INSERT AUTHOR
IMAGE HERE**

‘Book title’ by ‘author name’

Introduction to the book here – around 100 words. If you had to sell your book in 100 words what would you write. This is the section that will be read by the journalist – if any – so it needs to grab their attention, demonstrate the clear hook/appeal/USP from the get-go!

Here, write a short snippet from the book’s blurb/back cover text/synopsis.

About the author

You need a bio – an about us paragraph – that you can use across your marketing and press materials. It should include the obvious like where you live, how old you are, your family status but it shouldn’t be dry and boring. You need to sell yourself as much as your book. What makes you qualified to write your book? How long did it take you to write? Was there something exciting or different about you/your life before, during or after writing? What does the journalist need to know about you more than anything else? 120 words max.

In the final 100 words you should write comments from other people (no one related to you and not your editor ideally) who have read your book. Who do you know who is the most authoritative voice from your contacts list – ask them for a favour? Do you know someone who is already in the publishing world – it could be another author (though many are not big fans of being asked to write a review for another author in truth!) or a publisher or an agent. Either way now is the time to call in a favour and get some fab soundbite comments about your book that will provide credibility and attract the attention of the journalist.

Real example:

"The Red Pill is refreshing and inspiring, and should be a bible for all leaders. While it bursts the bubble of heroic leaders, it's thoughtfulness and honesty about the true challenge of leading will ring true with great leaders for whom it will offer great insight and a place to return to from the fray for its wisdom and for the simple pleasure of reading it."

Stephen Page, Chief Executive, Faber & Faber Ltd

For more information, editorial opportunities, interview requests
or review copies please get in touch with xx by email and
telephone xxxx