

Conducting Targeted "Traveling" Media Publicity Tours

You do not have to travel 150 days a year selling to be a successful author or publisher. Neither do you have to get up in front of people speaking. You can make "appearances" on radio and in print media day in day out from home. A reasonably well designed custom targeted publicity campaign can bring you from city to city, day after day.

Sure you may have to be willing to travel a little, especially for major media appearances, but I work with lots of authors, publishing companies, and publicists arrange for nation-wide media tours with the author sitting at home on the telephone in his office, or at the kitchen table in their bathrobe at 4 AM Pacific Standard Time. (That's 7 AM Eastern Standard Time a la morning talk radio prime time on the entire east coast).

Tim McCormack, GreenTree Publishing is a prime example of a month after month media campaign to print and radio that resulted in hundreds of articles and talk show interviews all over the country and helped produce major books sales. For Dr. Sal Severe's book, "How to Behave So Your Children Will Too", Tim created and sent out one page human interest news angle releases that keyed in on national current events. The news releases were sent out to 2,000 media nation-wide, month after month, after month.

You don't have to conduct a major nation-wide campaign, to be successful, especially if you can't afford and maintain the outlay needed to maintain the effort at that level. You can reduce the number of media you contact each time and go with a lower cost effort.

The way to conduct a "road tour media campaign" is to create a media outreach schedule that walks from state to state, market area to market area, or from city to city across the country. The level of effort (e.g., the number of media and hence cost), can be set at whatever level of cost you can afford.

Create one well written news release which both offers some content, and substantive information or tips so you address print media editor interests, and indicates what the author can talk about and why people will be interested in the subject and author so it addresses the needs of radio show, radio stations, and tv show producers and guest hosts in the selected target areas.

Now this next point is of critical importance. The real key to being successful in doing this city by city is to think hard and create a "**local news angle**" for the news release. Many authors have a book subject with broad national interest or appeal. This will get some editors thinking about an invitation or an article, but it will not get as many as when there is a distinct local news angle highlighted in the news release.

A local news angle features a local citizen, event, activity, problem, or concern, or benefit. Thus, if you send a news release to New Orleans, the release should contain something with a specific tie to the local area that is of special interest to people in New Orleans.

This can be one of the most difficult ideas to implement effectively. It often takes some real creativity if you don't know anyone who can act as a local focal point or subject of interest. So brainstorm and do some research. Use the Internet, and phone book to identify a local participant who would like to share some publicity with you. Then call someone, or a company or organization to ask if they would participate somehow meaningfully.

You can call ahead and make the arrangements, get the quote, the local case study, or problem analysis. Get a local to review the book, say how they used it in solving a problem, or helping someone, or just how they enjoyed it. Send it to the mayor, or to a Principal, or president of a volunteer organization, or charity or self help group. Do what you need to but come up with a hard local news angle.

You use the local news angle in each "local" news release. Once you come up with a formula, you duplicate it city by city.

Editors love when you do this for them. The media response rate for news releases with a local news angle is the highest of any type of news release I send. You get more interviews, and more publications.

Of course, you can always travel. A local event, like a book signing, or a workshop, makes it easy especially if it is part of an mini-author tour.

Getting publicity for mini-author tours is easy with a good action plan. It often makes the difference between a hum-drum event and a super-successful event and lots of associated book sales.

Here are some of the lessons learned I've picked up from conducting publicity campaigns with for authors and publishing companies.

Follow and innovate these steps to follow for planning, implementing and leveraging publicity before, during and after a mini-author media tour:

1. Lay out your tour schedule identifying points of contact which will work both in advance of the event, and while at the event, so media can contact you before hand, and on short notice.
2. Prepare a one page release describing who, where, when, why, what, why it is important, and why it's going to be a great event and who to contact. You can use one press release per location or one press release for multiple locations, depending on how you select your media list and transmission schedule. Make sure you localize your news release to the maximum extent possible, to show the media the event has significant local readership and editorial interest.
3. Create a custom targeted media list covering the daily and weekly newspapers, news services and syndicates, radio and tv stations and shows (talk shows by subject, news feature and news) in the market areas at your event locations. Research and consider sending the release to magazines in the market areas because they can result in publicity with a long term effect, long after the event.
4. Send out your first news release three weeks (no less than 20 days) before the event. For daily and weekly newspapers, target the calendar editors, metro editors,

and the feature editors. For radio target producers, program directors, hosts and for TV also contact the key anchors. For both also add in the right specialty editors.

5. Follow up by phone with the most important media on your list at each event location, to achieve coverage of the event at each location and to invite the media to come to the event, or interview the author before, at, or even after the event. Invite feature editors to come to the event. Offer tailored articles, interviews, and site visits if your schedule allows.

6. Send out a second news release seven to ten days before the event, and follow up once again, to get and confirm media attendance or interviews.

7. Conduct the event and do the interviews. Treat the media in attendance very special. If they came in response to your release, thank them and make it worth their while. Give them review copies if you haven't already done so. Be quick to take advantage of an opportunity to get more publicity, or better media coverage.

8. Send out a final news release on the night of or immediately the first day of the event to leverage the event. The event itself is news. This release should be a short article which summarizes the high points of the event and provides book, ordering and contact information.

9. Call to say thank you to media contacts for the coverage and to request tear sheets. Offer additional information, articles, or interviews by phone as appropriate.

Bottom line. You can reach out and touch people across the country quite easily if only you create a plan and implement it. It's not hard to do, and it need not cost an arm and a leg.

Paul J. Krupin Custom Targeted PR
The Right Markets, The Right Message, The Right Media
www.DirectContactPR.com Paul@DirectContactPR.com
800-457-8746 509-545-2707

FOR IMMEDIATE RELEASE

Contact: D'Ette Corona 661-254-5237 E-mail dcorona@chickensoupforthesoul.com

Media kits, review copies and local author interviews available on request.

Local Author Published In *Chicken Soup For The Christian Soul*

January 8, 2006 <First Name> <Last Name> of <City> <State>, wrote an original short story that has been published in the newly released ***Chicken Soup for the Christian Soul 2, Stories of Faith, Hope and Healing***, a recent book in the #1 NY Times best selling Chicken Soup for the Soul series.

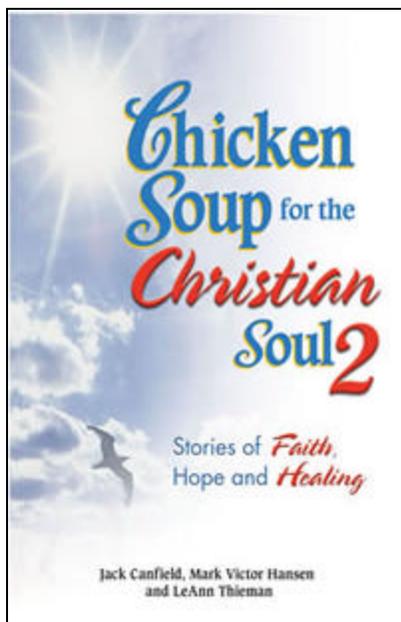
<First Name>'s story is titled <Story Title>: <Story Description>.

It was selected from thousands of other potential stories to be included in ***Chicken Soup for the Christian Soul 2*** because of its special ability to touch the hearts of people everywhere.

Like a favorite passage from Scripture, these brand new stories offer hope, support and inspiration to Christians of all denominations. The themes of forgiveness, faith, hope, charity and love in ***Chicken Soup for the Christian Soul 2*** will lift your spirits and warm your hearts.

Each story is a reminder of the daily miracles you can discover when you've welcomed Christ into your life. As you read these powerful stories, you will deepen your compassion for others, be inspired to greater acts of charity, remember to forgive others and yourself.

Most of all, you'll be reminded that you are never alone or without hope, for He is always walking by your side.



The Chicken Soup for the Soul books were first published in 1993 and quickly rose to number one on the New York Times bestseller list. With over 100 million copies sold and 101 titles in 37 languages, Chicken Soup for the Soul has made international publishing history and garnered numerous prestigious awards for creators, Jack Canfield and Mark Victor Hansen.

Canfield and Hansen are joined on this book with coauthor LeAnn Thieman.

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Media kits, review copies and local author interviews available on request. Hit reply for help or contact:

D'Ette Corona 661-254-5237 E-mail dcorona@chickensoupforthesoul.com

Local Media Advisory

Contact: Contact: Javier Perez 949-499-1861

Interview Opportunity - Media kits & review copies available on request.

Mystery & Suspense Lovers Rejoice

Author Andrea Peters Talk and Book Signings in Atlanta & Marietta

WHO: **Andrea Peters**, renowned author of the amazing mystery and suspense novels *I'm Sorry...Love Anne*, and the new reality show mystery book *Four Crows*

What: Talk and book signing - Interview session

May 27 - noon- 1pm Barnes & Noble 2952 Cobb Pkwy. Atlanta, GA 30039

May 27 - 3:00 - 5:00 Barnes & Noble 2900 Peachtree Rd. Atlanta, GA 30305

May 27 - 7:00-9:00 p.m. Barnes & Noble 50 Barrett Pkwy, Ste. 1100 Marietta, GA 30303

Q & A's and Lines for Discussion

Andrea Peters will talk about his books and writing and near obsessions with mystery and suspense, and how our society creates artificial social expectations about life and happiness.

Four Crows is a story about five strangers who are chosen to be contestants on a hot new reality show. They are promised the fulfillment of their wildest dreams in exchange for their going on a once-in-a-lifetime adventure. Little do they realize that they are about to become pawns in a deadly game of high stakes manipulation.

- What would it take... how far would you have to be pushed to give up your humanity?
- Would you be willing to sacrifice your identity, your values, your life for a total stranger?
- How would you live with yourself if you did or didn't?

I'm Sorry...Love Anne tells the story of a woman who purchases a book with a mysterious inscription written by a woman with the same name. She is compelled to discover the tale behind the sad words and unwittingly unearths a decades old murder. In this book you watch as two young women face these moments in their lives and what results because of it....It is a journey thorough the hearts and minds of two Anne's as their lives are embroiled in abuse of power and broken hearts.

- How come is life often defined by moments in time?
- Who are we and who will we become?
- Why are our lives frequently determined by decisions?
- What happens when we make decisions on the spur moment without even realizing the ramifications?
- Why is it that small decisions can drastically affect our life's journey...and our happiness?

*Live Interview Ops with Andrea Peters - Friday & Saturday
in*

Andrea can talk about people putting their values on the line for total strangers.

He can explain what it is like for everyday people to be placed in a situation where they are expected to lie, steal, cheat and fight with each other, pushing hard to be seen as the best.

Andrea can talk about what it's like to be consumed by a quest, which consumes your life, and the risks one can go through to grab a hold of the extraordinary.

He has a special flair for creating heart thumping, stomach churning action and energy that drives people into a page-turning frenzy late into the night.

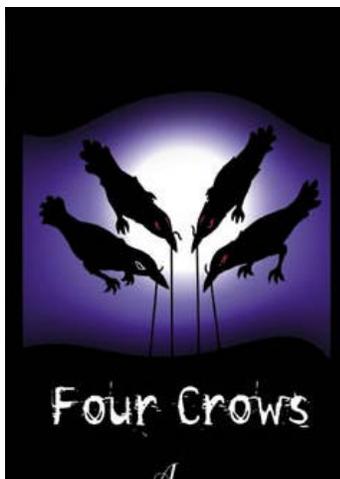
What People are Saying:

"Andrea Peters is a writer of considerable imagination, originality and story telling skill."

Jim Cox, Mid West Book Review

"Four Crows... nail-biting imagery... so vivid that a rustle over your shoulder can scare you." Bookwire

"An exciting, exotic tale of intrigue and adventure...chilling!...a fast fun read"
Writer's Digest



For interviews please come to the book signing or call for an appointment.

Review copies and media kits available on request.

For more information visit
<http://www.andrea-peters.com/>

Contact: Javier Perez 949-499-1861

Local Media Advisory
Interview Opportunity in _____
Contact: Margaret Horton (831) 454-0606

Kill date <Date>

World-renowned scientist talks about major breakthroughs in cell biology & quantum physics
Radical changes taking place in our understanding of life

Author & Cell Biologist Bruce H. Lipton, Ph.D. Talk and Book Signings in _____

In second grade at the age of seven, young Bruce Lipton, was mesmerized when a paramecium swam into view while looking through a microscope. After college, he graduated to an electron microscope, and for the next thirty years, kept pace with the breakneck changes that have occurred in the evolving biological sciences and genetic altering technologies.

His journey and exploration into the “secrets of life” has led him to develop a remarkable understanding of cell biology and the mysteries of life. He has done groundbreaking research studying the characteristics of cloned human cells.

And he made an incredible discovery along the way. He found out that some of the most sacred cows of science are flat out wrong. We were misled for decades.

There is a genuine revolution taking place, right now. The world is about to change.

Mankind is finding out that there is real magic that occurs in the cells of the human body.

Dr. Lipton says: “The incredible advances occurring in bio-technology are showing us that we are not victims of our genes. In fact we are the masters of our fates. We are able to create lives overflowing with peace, happiness and love. We are in control of our biology. Our cells respond to our beliefs. We have power beyond what we ever imagined. Right here. Right now.”

Dr. Bruce Lipton is speaking in _____.

Come learn about the breakthroughs that are occurring in modern science as Dr. Lipton talks about ***The Biology of Belief***.

His ideas are about as radical as when the idea of a round world was introduced to a society that was convinced the earth was flat and at the center of the universe.

WHO: Dr. Bruce Lipton, world-renowned lecturer, cell biologist and author of ***The Biology of Belief: Unleashing the Power of Consciousness, Matter & Miracles***, the groundbreaking work in the New Biology

What: Book signing & seminar—Interview session

Where:

When:

Local Contact:

Live Interview Ops with Bruce H. Lipton, Ph.D.

Dr. Lipton can talk about the radical implications of his research and that of other leading-edge scientists that will profoundly change our understanding of life.

There are no magic bullets inside the human body. Genes/DNA do not control our biology. DNA is controlled by extra-cellular signals, including the energetic messages emanating from our positive and negative thoughts.

In other words, "It's the environment, stupid!"

Human cells respond to the environment, and to the even more importantly, to the beliefs we place into that environment.

By retraining our minds to create healthy beliefs, we can change the physiology of our trillion-celled bodies.

Dr. Lipton's profoundly hopeful synthesis of the latest and best research in cell biology and quantum physics is being hailed as a major breakthrough in our awareness of how our cells, our bodies and our minds work.

Dr. Lipton has also been a pioneer in applying the principles of quantum physics to the field of cellular biology. Traditional cell biology focuses on physical molecules that control biology. Dr. Lipton on the other hand focuses on the mechanisms through which energy in the form of our beliefs can affect our biology, including our genetic code.

He can take the mystery out of the science and explain these new ideas in ways that will set your imagination soaring with the possibilities of a new world.

What People are Saying:

"History will record The Biology of Belief as one of the most important writings of our times... His complex insights are expressed in a readily understandable fashion with a style that welcomes the scientist and the non-scientist on an equal footing. For anyone interested in health, the well-being of the species and the future of human life. The implications of the perspectives outlined have the potential to change the world as we know it. Bruce Lipton's understandings and his concise expression of them are sheer genius."

Gerard W. Clum, D.C.
President, Life Chiropractic College West

"Bruce Lipton's book is the definitive summary of the new biology and all it implies. It is magnificent, profound beyond words, and a delight to read. It

synthesizes an encyclopedia of critical new information into a brilliant yet simple package. These pages contain a genuine revolution in thought and understanding, one so radical that it can change the world."

Joseph Chilton Pearce, Ph.D.

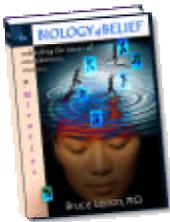
Author of *Magical Child*; *The Crack in the Cosmic Egg: New Constructs of Mind and Reality*; *Evolution's End: Claiming the Potential of Our Intelligence among others*.

"Dr. Lipton is a genius - his breakthrough discoveries give us tools for regaining the sovereignty over our lives. I recommend this book to anyone who is ready and willing to take full responsibility for themselves and the destiny of our planet."

LeVar Burton
Actor/Director

For more information visit

www.bruce-lipton.com
www.beliefbook.com



For interviews please come to the book signing or call for an appointment. Review copies and media kits available on request.

Contact: Margaret Horton (831) 454-0606

MEDIA ALERT

BEST RUN THROUGH APRIL 23-24

Contact: **Rick Sang, 270.843.8393**

Photo and interview opportunities with Ray Guy available by arrangement onsite during the clinic

RAY GUY / PROKICKER.COM KICKING & PUNTING ACADEMY AND TALENT SEARCH COMES TO HOUSTON

NFL all-time team member Ray Guy heads Academy and National Talent Search Program

WHO: Ray Guy, an NFL All-Time Team Member and who has been named the greatest punter in football history by numerous publications and organizations. **"The best punter ever."--John Madden**

The Academy features football's best kickers and punters. Numerous scholarships are earned annually and Academy members are continually setting new standards on the collegiate and professional level: NCAA All-Time Field Goal Scoring leader **Billy Bennett**; NCAA Career Punting Average leader **Shane Lechler** (currently All-Pro with the Oakland Raiders); NCAA Career Yardage and Number of Punts leader **Nick Harris** (currently with the Detroit Lions). In the past four years alone, the Academy has included three All-American Punters and two All American kickers including two **Lou Groza Award** winners (**Jonathan Ruffin**-Cincinnati and **Seth Marler**-Tulane).

NOTE: *Information on top prospects will be provided to every college football program in the U.S. for recruitment and scholarship opportunities.*

WHEN/WHERE: APRIL 23-24, HOUSTON
THE WOODLANDS HIGH SCHOOL, THE WOODLANDS, TX

WHY: "Our Academy is open to any age or ability level - we personally coach to each athlete's individual needs. Our goal is for each athlete to learn how to coach themselves," says Ray Guy.

BACKGROUND: Ray Guy is the only pure punter ever drafted in the first round of the NFL Draft, by Oakland in 1973 out of Southern Mississippi, where he was an All-American. He was selected to seven Pro Bowls (six consecutively), had a NFL streak of 619 consecutive punts without a block, and he out kicked his opponent in each of the Raiders three Super Bowl victories during a 14 year career where he never missed a game and he never - never had a punt returned for a touchdown! In the 1976 Pro Bowl, one of his punts hit the giant TV screen hanging from the rafters of the Louisiana Superdome. Not only did he punt high and far - "hang time" came into the NFL lexicon during his tenure - his five to six second hang time was so phenomenal, he once had an opponent take a ball he punted and test it for helium! **"He's the first punter you could look at and say, 'He won games.'" - Joe Horrigan, Pro Football Hall of Fame Historian.**

NOTE: Enrollment is limited. Tuition: Commuter only \$375. Applicants must pre-register to ensure acceptance. For FREE information contact: American Football Specialists P.O. Box 50484, Bowling Green, KY 42102-3684, 270.843.8393. Visit on the web at: www.prokicker.com.

PDF file media kit available on request via email from Paul@lmediafax.com