



ONLINE (ZOOM) PR WORKSHOPS FOR AUTHORS

Book A Workshop for Your Group/Company!

PR Tips during COVID-19 (micro-workshop)

Most authors have been affected by COVID-19. Whether it's the end of conferences, book signings or media interviews, this -workshop will share PR tips to help you stay visible during this world pandemic. Topics include focus on your customers' needs; be proactive not reactive, keep all lines of communications open, etc. (60 mins.)

Cost: \$600 (based on 10 attendees)

Get Your Author PR Toolkit Right! (micro-workshop)

All authors need to have a public relations (PR) Toolkit. This workshop will familiarize authors with the four toolkit components: headshot, book cover, bio and book synopsis. (60 mins.)

Cost: \$750 (based on 10 attendees)

Promote Your Own Book (For Writers/Authors)

This interactive workshop will share relevant and practical PR strategies to help authors develop a public profile for themselves and their books, and ultimately, increase sales. Topics include: Book world Stats and Facts; how to develop an Author PR Toolkit, Testimonials vs. Reviews; PR Tips during COVID-19, etc., incl. handouts (90 mins.)

Cost: \$1,000 (based on 10 attendees)

15 Minutes of Fame (How to get media interviews)

Attendees will learn how to create a media plan that will help you successfully get coverage from media outlets offline and online. Topics include: Getting ready for interviews, Author PR Toolkit, How to write a pitch letter; etc., incl. handouts (120 mins.)

Cost: \$1,500 (based on 10 attendees)

CONTACT TO DISCUSS

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