



The Business of Arts

PUBLIC RELATIONS (PR) PACKAGES FOR AUTHORS (All Genres)*

BASIC PR PACKAGE (\$1,500) – 3 months

- First meeting - 1 hr. in-person meeting (in the Baltimore area) or by Skype/Google Plus
- Completion of an author questionnaire (by author)
- Author PR Tool Kit written review (bio, synopsis, headshot, website)
- Write 1 Book Press Release
- Rewrite bio and synopsis (if needed)
- Secure 1 book signing event/publicist will attend
- Coverage from 2 media outlets (television, radio, online or print)
- Media training (1 hr.) / Write talking points
- 2 hrs. administration – phone calls, texts, emails*
- Final PR report/recommendations

ADVANCED PR PACKAGE (\$1,800) – 4 months

- First meeting - 90-mins. in person meeting (in the Baltimore area) or by Skype/Google Plus
- Completion of an author questionnaire (by author)
- Author PR Tool Kit written review (bio, synopsis, headshot, website)
- Rewrite bio and synopsis (if needed)
- Write 1 Book Press Release
- Secure 2 book signing events/publicist will attend 1
- Coverage from 3 media outlets (television, radio, online or print)
- Media training (90 minutes) / Write talking points
- 3 hrs. administration – phone calls, texts, emails*
- 1 Free copy of *Where Do I Start? 10 PR Questions and Answers to Guide Self-published Authors* book
- Final PR report/recommendations

***Rates are for authors located in the DC/Maryland/VA (DMV) area – rates for authors outside this area are higher.**

- 50% deposit required for all packages – balance paid monthly/If total amount is paid - \$100 is deducted from cost
- Additional administrative hrs. are \$50/hr. for DMV clients/ \$65/hr. for clients outside the DMV area.

CONTACT CHERRIE WOODS TO START YOUR BOOK PR CAMPAIGN!

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Cherrie Woods is a 16-year plus public relations (PR) veteran known for her work as a PR coach, publicist and workshop facilitator. Cherrie Woods is the author of *Where Do I Start? 10 PR Questions and Answers to Guide Self-Published Authors*.