

PUBLIC RELATIONS (PR) PACKAGES FOR INDIVIDUAL AUTHORS

BASIC PR PACKAGE (\$2,000) – 3 months (for 1 book)

- First meeting - 1 hr. in-person meeting (in the DMV area) or video call
- Read book
- Completion of an author questionnaire (by author)
- Author PR Tool Kit written review of (bio, synopsis, headshot, website, etc.) – rewrite bio and synopsis if needed
- Write 1 Press Release
- Arrange 2 book signing events
- Secure coverage from 2 media outlets (television, radio, online or print)
- Media training (60 mins.) / Write talking points
- 3 hrs. administration – phone calls, texts, emails*
- Final PR report/recommendations

ADVANCED PR PACKAGE (\$3,000) – 4 months (for 1 book)

- First meeting - 90-mins. in person (in the DMV) meeting or video call
- Read book
- Completion of an author questionnaire (by author)
- Author PR Tool Kit written review of (bio, synopsis, headshot, website, etc.) – rewrite bio and synopsis if needed
- Write 1 Press Release
- Arrange 3 book signing events
- Secure coverage from 3 media outlets (television, radio, online or print)
- Media training (90 minutes) / Write talking points
- 4 hrs. administration – phone calls, texts, emails*
- Final PR report/recommendations

Customized Packages are available.

Contact *Cherrie Woods* to start your 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.

*Rates are for artists located in the DC/Maryland/VA (DMV) area – rates for artists 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.