Welcome to PR by the Book.

We are experienced book PR professionals with a long track record of building valuable platforms for authors and experts.

We’ve called Austin, Texas, home since 2002, and we added a Nashville office in 2013. We have worked with books in nearly every genre, helping to find their perfect audience. We offer targeted media exposure, social media execution, and book tour support.

So kick back and get ready to share your client’s story. First, let us tell you a bit about ours.

GOT A STORY TO TELL?
You’ve come to the right place.
ABOUT US + SERVICE OFFERINGS
(or, “why we’re allergic to one-size-fits-all”)

With the exception of, well, a heartbeat – books are a lot like people.

What we mean by that is: different projects have different needs. Because the media landscape has changed so rapidly in the past 10 years—heck, 2 years—we won’t sell you short with a same ol’, same ol’ PR campaign. We’ll tailor our strategy around your individual project.

Here are a few ways we can help you:

- TRADITIONAL MEDIA OUTREACH
- ONLINE MEDIA OUTREACH
- SOCIAL MEDIA SERVICES
- CONSTANT CONNECTIONS
TRADITIONAL MEDIA OUTREACH

Whether it’s a compelling TV interview or getting your author’s name in headlines, we know the exact print and broadcast channels for the message.

One thing we pride ourselves on is a killer sense of timing. We craft in-the-moment pitches that get our clients’ name in front of reporters and producers, just when they need a source. We’ve landed interviews, feature stories, and book reviews for our clients in USA Today, The New York Times, Washington Post, O Magazine, Outside, People, and Publishers Weekly.

We’ll also write irresistible contributed articles that grab readers’ attention and can lead to greater media exposure. One of our clients provided a tip sheet to Discovery.com that led to a Fox & Friends Sunday appearance; another wrote a post for iVillage.com that led to interviews with Woman’s Day, Family Circle, and Redbook. As a result of our outreach, our clients have also written for Forbes.com, HuffingtonPost.com, Washington Post, Babble.com, The Texas Observer, Kirkus, PARADE, FoxNews.com, CNN.com, LA Times, USA Today, and more.

On the broadcast side, our clients have appeared on The Today Show, Ellen DeGeneres, The View, Better TV, CNN, The 700 Club, Martha Stewart Radio, NPR, Fox & Friends, Sirius/XM, and hundreds of other outlets, including several who have asked our clients to become regular contributors.
Articles about a client that beg to be shared. Guests posts with tons of clicks. Rave online reviews. All of these avenues are part of our online media strategy, and all can help your author become immensely more discoverable online.

That’s because we not only know the sites with the best traffic – we know the sites with the right traffic with readers who want what we have to offer. We will work to secure feature stories and book reviews, place contributed articles, and set up podcast interviews to substantially grow Internet presence.

We also specialize in blog tours where your author and the book ‘tour’ the Internet over a set period of time (typically one week). During this time, blogs feature back-to-back reviews, Q&As, guest posts, etc. We’ll show you how to cross-promote the tour stops via your social media platform.
One of the biggest differences between book publicity of today and that of yesteryear is the necessity of a polished social media platform. At PR by the Book, we are all about a tight-knit strategy to ensure that your PR and social media are synced up so that your book has optimal visibility. Leave the posting, tweeting, and liking up to us.

In order to get placement in traditional media (TV/radio programs, newspapers, magazines, etc.), having a robust social media following adds credibility and makes you a stronger interview candidate. In order to grow your social media presence, you need a strong content strategy in place specifically designed to capture your target audience. Our in-house Digital Media Coordinator will optimize your social media platforms (Facebook, Twitter, etc.) to your marketing advantage. Campaigns can include setting up Facebook and Twitter profiles, running strategic Facebook targeting and ad campaigns, hosting giveaways, and organizing author hangouts. Your book content, blog content, and PR hits will always be cross-promoted on all your social media channels.

Of course, you might already be familiar with social media, and even have platforms in place – they might just need a little help. Want us to take over the controls and free up your time? We’ll consult with you on your social media “voice” and handle your fan interaction – capturing new ones along the way.

Need someone to point you in the right direction? We offer in-depth social media audits that tell you what you’re doing right and what desperately needs to change (#fail). Want to DIY but need some guidance? We cater social media coaching sessions to your skill level – whether that’s How to Post 101 or utilizing analytics to launch powerful ad campaigns.
What are your long-term goals for your brand as an author/expert?

Constant Connections is an affordable service we offer to existing clients that keeps PR efforts running with a long-term emphasis. Using your press materials, our online experts page, and talking points from your campaign, we keep your message circulating among the media.

We continue proactive and reactive media outreach, news-of-the-day pitching via email and Twitter, as well as traditional outreach to appropriate contacts. While tour cities are not typically included in the Constant Connections program, we can reach out to specific media outlets based on your goals. We continue to provide a high level of service through monthly calls, ongoing media activity reporting, and ongoing scheduling of interviews.

Many of our clients opt to combine PR and social media services, striking a balance between traditional media outreach and steady social media audience interaction and growth.
As you research outside book publicists, you’ll likely notice that PR by the Book has a different “flavor” than other firms. And, if we do say so ourselves, it tastes pretty darn great.

Because we are a lifestyle company, it’s important that our team members have, well, a life. We give them—and our campaigns—room to breathe, so that we can craft work for you that’s special. That means they’re bringing more creative juices to your campaign – not to mention more energy and more problem-solving. Need more time for a special project? Ask about our VIP retainers, offered to clients on a select basis.

Here are six reasons clients love working with PR by the Book:

1 QUALITY CAMPAIGNS – NOT SLAPDASH ONES
2 WE GET TO KNOW OUR CLIENTS
3 OUR TEAM APPROACH
4 CRAFTED PITCHING
5 24-HOUR ACCESS TO CAMPAIGN RESULTS
6 INTERNET SAVVY PUBLICISTS
Six reasons clients love working with PR by the Book

1 QUALITY CAMPAIGNS – NOT SLAPDASH ONES. We firmly believe in not working our publicists to death. Why? Because we believe in quality (and sanity). Each campaign manager (CM) only works on 5-6 campaigns at a time, allowing them to communicate with you often and foster a cooperative relationship.

2 WE GET TO KNOW OUR CLIENTS. Most authors feel overwhelmed by publicity, because let’s face it: after they write a book, promotion is a full-time job all by itself. That’s where we come in! Not only do we take the reins on your publicity campaign, we offer a slow, deliberate approach to our campaign strategy. We research our clients, getting to know where their message truly comes from, and that’s when the media magic happens. This approach takes time and doesn’t happen overnight, but we’re not about running 100 mph. Instead, we’re about 100% effort and creativity.

3 OUR TEAM APPROACH. Our clients love our campaign manager model, but your CM is actually a funnel to a whole hard-working team who’s helping you behind the scenes. While your CM communicates the plan for each month and sets goals with you, the rest of our team members are capitalizing on their media relationships to get you exposure. Our founder oversees the whole strategy and progress of your campaign each month.

4 CRAFTED PITCHING. Fun fact: every CM on PR by the Book’s team had a book publicity background when hired; and there’s a combined 50+ years of experience on the publicity team and 10+ years on the support team. Therefore, we think like journalists, pitching crafted story ideas, interview opportunities, and intriguing talking points. For most of our outreach, we also include your one-sheet with our pitch – but it’s our individualized pitches that “hook” media contacts.

5 24-HOUR ACCESS TO CAMPAIGN STATUS. Though your CM will send you regular campaign updates, you can access your campaign media results online anytime via our website using your client login. After you receive client login credentials, you can view which media outlets have booked you, declined, are pending, and which media we’ve mailed books to – along with dates for all activity, including follow up.

6 INTERNET SAVVY. Online media exposure is the golden child of PR for many reasons, and not just because print media is on life support. Not only can online pieces go viral, but the life cycle of an online piece is months, if not years. Online outlets aren’t space-constrained like print outlets are, so whereas you might get one paragraph in a magazine, you could get a full, splashy feature online. We’re a firm that’s lived through the transition of media from offline to on, picking up media contacts along the way who would go onto become powerful Internet forces. They’ve become some of our biggest allies, and we love matching up our clients with their online homes.
SUCCESS STORIES

Modest? Who, us?

To give clients the best publicity campaign possible, we play to their strengths. We’ll let you be the judge. Here are some real-life examples of our publicity work:

PATAGONIA BOOKS
Publisher of Closer to the Ground (author Dylan Tomine)

Patagonia is one of the most iconic outdoor brands in the world. But, did you know they’re also a book publisher?

Patagonia brought us on to spread the word about their publishing arm (which had been around for five years without folks knowing about it). To do that, we knew we needed not just media but industry media. One title in particular, Closer to the Ground—a memoir about family, food, and foraging by first-time author Dylan Tomine—had just enough pub date lead-time to help us snag that kind of attention.

We built a campaign for this title around a book tour, as well as an extremely targeted advanced mailing list. Trade outlets like Publishers Weekly and Shelf Awareness soon published raves, while the Washington Post ran a review that also highlighted Patagonia’s publishing program. Industry media was so positive that O Magazine included the book in their March 2013 “Ten Titles to Pick Up Now” reading recommendations and Outside Magazine devoted feature spreads to Dylan and his book.

Once the best-kept secret of the publishing world, our publicity work established Patagonia Books among its literary peers. Now, the secret’s out.
In March 2014, B&H Publishing approached us with a beautiful story to tell – that of a family boldly pursuing the call of God. In *Fulfilled: The Refreshing Alternative to the Half-Empty Life*, Joey Lankford shares the story of his family leaving the ‘American dream’ behind in Tennessee for a life in Cape Town, South Africa and the pursuit of freedom, faith and something more. The fruit of their obedience has made an incredible impact in the community, creating jobs, leadership opportunities and economic sustainability for local workers.

The Lankford’s journey and the story of their incredible obedience had been featured in the documentary Living Hope and in Richard Stern’s Unfinished, but as Joey spoke with one of his friends over coffee, he decided he’d like for it to be shared in greater depth and detail. This, he hoped, would encourage more families to escape the “hamster wheel of life” and find the purpose that God ultimately had in store for them, be it across the street or an ocean.

In the months before the book’s June 2014 release, we garnered incredible media attention. *Relevant Magazine* featured Joey in their July/August issue, and Nashville’s daily newspaper, *The Tennessean*, published a feature about the family. Christian Television Network interviewed Joey as well, giving his story nationwide coverage. We also booked him on over 20 radio shows, including Campus Crusade for Christ’s ‘Lighthouse Report’ (heard on over 1,200 stations nationwide), *Moody Radio’s Chris Fabry Live!* (500+ stations) and audiences in major markets like St. Louis, Chicago, Phoenix, San Antonio and Austin.

Joey’s prayer was that his book would “help people understand that true fulfillment is awaiting them ... and that it’s just on the other side of surrender.” We were honored to help him share his family’s story with others whose lives it could truly impact.
TIFFANY PAPAGEORGE

Author of My Yellow Balloon

In August 2014, we partnered with theater actress Tiffany Papageorge as she launched My Yellow Balloon™, a gorgeous children’s book with an important message for readers of all ages. Illustrated by a former DreamWorks artist, My Yellow Balloon follows a young boy who loses his best friend: a bright yellow balloon. It gives kids courage to experience loss (from a move or a new school to a lost pet or family member) and a language for understanding change.

Before the October release date, we submitted My Yellow Balloon for review in trade publications. Foreword Reviews called the book “a masterpiece of story and art.” The book became a 2014 INDIEFAFB Book of the Year Award Finalist. The illustrations were also featured on the cover of Foreword’s’ Spring 2015 issue.

As a first-time author, we employed a grassroots efforts to give Tiffany’s platform a boost. Starting in her local Bay Area neighborhood, we landed her a profile piece in the San Jose Mercury News, called on the power of mom bloggers who were HUGE supporters of the book, and went out from there.

More than 50 parenting blogs covered My Yellow Balloon, including Raising My Five Sons (212K visitors a month), Life of Dad and OC Mom Blog. It was also included in The Children’s Book Review’s (366K visitors a month) roundup of 11 Kids’ Books on Dealing with Loss, Grief, Illness and Trauma and reviewed on Youth Services Book Review.

My Yellow Balloon was featured in M Magazine, Bay Area Parent, Baltimore’s Child and Family Magazine Group magazines. Parenting radio stations were also interested in talking with Tiffany. Her interviews were heard across the Northeast and British Columbia and on Army Wife Radio.

Tiffany’s mission with My Yellow Balloon is to promote “healing through the power of story” among people of all ages in all kinds of circumstances. We found that every reader seemed to connect uniquely with the book, and the media coverage was reflective of that. Bloggers and members of the media shared personal stories of how the book hit home, reminding them of their own “yellow balloon” — a young father killed in a tragic car accident, a lost beloved pet, a cross-country move. As the book started to take on a life of its own, Tiffany was invited to speak at grief centers around the country. She continues to talk to media about the book, most recently when Publishers Weekly asked her for children’s book marketing tips. She is currently working on curriculum for My Yellow Balloon™.
JEFFREY BENNETT

Founder of Big Kid Science and author of multiple books, including *Math for Life*, *On Teaching Science*, *Max Goes to the International Space Station*, *Max Goes to Mars* and *What Is Relativity?*

In September 2013, we began one of our longest client relationships, when Dr. Jeffrey Bennett approached us about launching the updated edition of his book *Math for Life: Crucial Ideas You Didn’t Learn in School*, which explains the key ideas of quantitative reasoning, applying them to everyday life issues. Jeff was already an established author and educator in the areas of math, science and astronomy, having sold more than one million copies of his college textbooks. We helped expand Jeff’s reach to consumer media with *Math for Life*, which garnered hits such as Colorado Public Radio and *Psychology Today*.

As we were launching that book, Jeff’s five children’s books were also launching—to space! Jeff’s series of Max Science Adventure stories were chosen to be read by astronauts from the International Space Station, as a part of the STEM and literacy program *Story Time from Space*. The aptly titled *Max Goes to the Space Station* and *Story Time from Space* were covered in *Edutopia*, Gaia TV’s “Beyond Belief with George Noory,” GalleyCat, *GeekDad*, “Good Day Colorado,” *Publishers Weekly* and *San Francisco Book Review*.


Most recently, we joined in the buzz about space travel with *Max Goes to Mars*, which has been a hit with parenting media, including *Athens Parent*, *Baltimore’s Child*, *Capital District Parent Pages*, *The Baby Spot* and *Washington Family Magazine*.

Jeff’s mission is to close the gap between human knowledge and human understanding through education. In 2015, he’s traveling around the United States on a “Relativity Tour” to mark the 100th anniversary of Albert Einstein’s General Theory of Relativity and help build public understanding of relativity and its impact on our lives. The tour opened with three sold-out shows at the Fiske Planetarium in Boulder, and is making stops at Microsoft Research, University of Arizona, University of Denver, University of Texas, University of Washington, Vanderbilt University and Denver Museum of Nature and Science, among others.
TIM MACWELCH

Author of Prepare for Anything: 338 Essential Skills

In March 2014, Outdoor Life approached us with a proposal: a campaign for an outdoor survival guide, Prepare for Anything: 338 Essential Skills by Tim MacWelch. Our partnership with Patagonia Publishing and our previous success with outdoor campaigns made PR by the Book the perfect fit. We were confident we could help spread the word on this terrific survival guide.

An accomplished outdoor survival teacher, Tim’s experience at the school he founded, Advanced Survival Training, made him the perfect expert for outdoor and sports media. Orlando Outdoor Recreation Examiner reviewed the book, as did Adventure Sports Outdoors, Mountain Bike Tales and Bootprints. Tim’s tips were also featured in BACKPACKER Magazine, Campology, and Bearings. Outdoor radio shows in key markets talked to Tim about the book including “Dirks Outdoors,” “Minnesota Bound” and ESPN’s “Indiana Outdoors.” Tim was also featured in GrindTV (3.4M UVM), an arm of Yahoo! Sports. After reaching out to writers and bloggers in the outdoor survival and preparedness community, word about the book spread quickly.

While Tim’s book is perfect for the outdoorsman, his lessons translate to other walks of life, so we reached out to general interest and men’s media, too. Darling Magazine ran a piece on “How Your Bag Can Save Your Life.” The Good Men Project ran a contributed piece by Tim and invited him to host a twitter chat for National Preparedness Month. Baltimore’s Fox Morning News also interviewed Tim about his book and survival techniques.

Overall, our campaign was a resounding success. After the publicity we built around the release of the book, coverage continued to happen months after the campaign had ended and in December 2014 and January 2015, Prepared for Anything: 338 Essential Skills became a New York Times Bestseller – a dream come true for the author, publisher, and, of course, the publicists.
In July 2013, long-time cook and bakery owner Debbie Adler asked PR by the Book to help with the launch of her cookbook, *Sweet Debbie’s Organic Treats: Allergy-free & Vegan Recipes from the Famous Los Angeles Bakery* (Harlequin).

When Debbie found out her son had life-threatening food allergies, she learned how to bake and cook the way she does to save her son’s life. She transformed her sugar-free L.A. bakery to serve up goodies that are still delicious but completely safe, too. The vegan, allergy-free treats at Sweet Debbie’s gained a loyal following, including celebrity customers Gwyneth Paltrow, Felicity Huffman, Ray Romano, Melissa Joan Hart and many others.

Her wide fan base and expanding platform in the food allergy community, where she is a regular speaker and educator, made her a great media source for allergy-free baking, a hot topic in food and health news. With her book, we went after opportunities in general market media, in addition to the niche, but rapidly growing food allergy community.

Catering to traditional parenting outlets and general market television, we focused on ‘baking with the seasons’ stories. OC Mom Blog ran Debbie’s recipes for back to school. L.A.’s ABC Morning News brought Debbie on to cook healthy Halloween treats, and *Los Angeles Times* featured Debbie in “How to stay gluten-free and still love the Thanksgiving feast.” Debbie also cooked for *CBS Morning News Indianapolis* and the nationally aired morning news show from CW.

*Sweet Debbie’s Organic Treats* got traction through newspapers, including *The Philadelphia Inquirer*, *Detroit News* and *St. Louis Post-Dispatch* and a number of parenting magazines like *Colorado Parent*, *L.A. Parent*, *M Magazine*, *Alaska Parent* and *Calgary’s Child*. The national NPR program “Here and Now” also featured the book. Today, several months after our long-term campaign has ended, Debbie continues to be in the news making sure “no child is denied a cupcake.”
Authors like Phil Cooke—a screenwriter, film produce and international speaker—can do, and write, almost anything. But for versatile folks like this, it can be hard to isolate their “one big thing.”

That’s why we distilled Phil’s message down to several simple, lifestyle-ready topics when his book, One Big Thing, released. A master at adapting his message to events of the day, we worked with Phil to respond to media trends commentator-style, utilizing the faster-paced world of broadcast media to spread his message.

Because Phil is the kind of author who is so in-tune with the media cycle, we took a teammate approach to generating segment ideas, and it worked: The Today Show, MSNBC’s The Cycle, Fox News, and Huffington Post all booked Phil for interviews. Today, this prolific author is developing his other “big things,” and we love helping him get the word out about his projects.
Interested in working with PR by the Book?

Great! We can’t wait to hear more about your book.

Want to pick up the phone and start chatting right away? Love the enthusiasm! But, to schedule your first call, complete the “Get Started” form on the FAQ pdf.

Inside, you’ll find a short list of items we need before we can schedule an initial phone consultation. Once we have those, we’ll give you a shout – and, with your project’s information in our hands, you can rest assured that our first “get to know you” chat will be a productive one.

See you on the other side of the book cover!