



Special Offers for Jackleg Press

[Book Publicity School](#) brings professional PR support to authors as they navigate the publication of their books. Powered by [Press Shop PR](#), a top independent book publicity firm, we leverage our years of in-the-trenches book publicity experience to give writers the tools, strategies, and know-how they need to successfully advocate for their work.

[6-Week Book Publicity Intensive](#)

A fast-paced, information-packed program drawn from Press Shop PR's decades in book publicity.

This program is perfect for you if...

- you find the idea of book promotion daunting
- you're looking for expert guidance at an affordable price
- you want to figure out the right messaging for your book
- you're struggling with how to use social media for book promotion
- you are looking for ways to reach your potential readers
- you want to supplement your publisher's publicity efforts
- you are ready to roll up your sleeves to advocate for your writing
- you want to give your book its best shot at success

~~REGULAR TUITION: \$1350~~

JACKLEG SPECIAL OFFER: \$1100

[CLICK HERE TO REGISTER](#)

Over the course of this virtual workshop, you will learn how to:

- **Build your author platform:** create an effective and engaging author website; use social media strategically
- **Create a personalized timeline** to take advantage of the windows of opportunity for media attention
- **Write a compelling pitch** that will get the attention of journalists and producers
- Identify the best outlets for your work and **build a contact list**
- Tie your book to the news cycle to **place op-eds, essays, and other coverage**
- Arrange well-attended in-person and virtual events
- **Keep the momentum going** in the months after publication

Workshop includes:

- **A 30-minute 1:1 kick-off strategy session** with Leah Paulos, founder of Book Publicity School
- **A private online group** where you can access sample publicity materials (templates, examples, etc.), share ideas and tips with other authors, and find video replays and slides from each session.
- **Small group attention**

BOOK PUBLICITY SCHOOL

6-Month PR Strategy and Support

Access to 6 months of top-tier book publicity guidance, including individual coaching sessions with Press Shop PR founder Leah Paulos, access to two semesters of our 6-Week Intensive, bi-weekly Q&A sessions, feedback on your press materials, and tons of publicity resources, tips, and tools

This program is perfect for you if...

- you've heard the horror stories about books getting no attention and want to make sure yours doesn't fall through the cracks
- you see other books getting media coverage (on TV and radio... on your favorite podcast!) and want to make sure yours gets noticed, too
- you want to learn how to write a knockout pitch for your book
- you want to be prepared for interviews
- you need advice about using social media for book promotion without losing your mind
- you want direct access to an expert who can provide answers and ongoing support
- you want a customized easy-to-implement promotional plan to launch your book
- you're ready to roll up your sleeves to give your book its best possible shot at success

The 6-Month Program Includes ...

- 3 private strategy sessions (30 mins each) with Press Shop PR and Book Publicity School founder Leah Paulos
 - so that you can create a custom publicity roadmap for the program's 6 months and beyond
- 2 semesters of our quarterly 6-Week Book Publicity Intensive
 - so you have sustained access to all the material and can implement it at your own pace
- Feedback on press materials and author platform
 - so we can optimize your book description, press pitch, website, or other promotional materials
- Biweekly Ask Me Anything Q&A session with Leah (30 mins)
 - so we can answer questions and keep you moving forward
- Access to Book Publicity School's video library
 - so you can watch deep-dive trainings with Leah anytime, or revisit tutorials when you have questions
- Exercises + resources in a private online group
 - so you can improve your outreach and avoid wasting time

~~REGULAR TUITION: \$4500~~

JACKLEG SPECIAL OFFER: \$3900

[CLICK HERE TO REGISTER](#)

Testimonials

“Leah is generous with her broad and detailed knowledge of the art of sending forth one's cherished book successfully into the world... She offers practical magic.”

—Kim Stafford, author of *Singer Come from Afar* (Red Hen Books)

“I didn't know how to approach promo for my book but I left with all the tools I needed. Leah shares how it really works behind-the-scenes.”

—Julio Vincent Gambuto, author of *Please Unsubscribe, Thanks!* (Simon & Schuster)

“My journey to agent and publisher took over a decade of writing, revising, pitching—and waiting. Finding energy to then promote the book was daunting. Enter Leah Paulos and the dynamic team at Book Publicity School, packed with generosity plus expertise, and tailored to the unique needs of authors ready to work smart. If that describes you, don't hesitate to sign up!”

—Anita Gail Jones, author of *The Peach Seed* (Henry Holt)

“It's essential in today's drenched media universe to advocate for your own work; yet the task can feel overwhelming. Book Publicity School is a remedy — it allows you to navigate the saturated market with a strategic mindset and practical tools. Leah breaks down the publicity process in six digestible classes that will vastly deepen your resources for self-promotion. The class is invaluable and Leah is a true gem.”

—Mitzi Rapkin, host of *First Draft: A Dialogue on Writing* via LitHub Radio

“Working with Leah helped me to think clearly and express powerfully why my book mattered and what effect I hoped its message would have. She is the best teacher imaginable.”

—Edward J. Watts, author of *Mortal Republic* (Basic Books)

“With my pub date approaching, and expecting limited attention from my publisher, I was anxious to get my publicity ducks in a row—but I didn't know where to start. Leah explained clearly what I needed to prepare for a successful book launch, and she was always available to answer questions & provide feedback. I left the program armed with great material, and feeling much more secure about the path forward!”

—Carl Sciacchitano, *The Heart that Fed: A Father, a Son, and the Long Shadow of War* (Simon & Schuster)



Frequently Asked Questions

What types of authors will benefit from Book Publicity School?

The workshops are designed to be useful to authors of all genres at any stage of the publication process. The strategies Leah shares are effective for books from both traditional publishers and self-published authors.

What is the curriculum based on?

Everything we teach is drawn directly from our work leading high-profile book publicity campaigns at Press Shop PR. Leah Paulos and her team of 4 publicists have been working for years in the fast-paced, ever-changing, and competitive space where authors, publishers, and the media converge. We bring all of the insights we've gleaned from promoting over 300 books, including many NYT bestsellers, to our workshops.

How much of my time will this require?

The time you put into promoting your book is entirely up to you. In the 6-Week Book Publicity Intensive, the weekly sessions are quick, fast-paced, and fun. Each one is 1 hour, and you should plan to take advantage of the online group for at least 30 mins a week. In the 6-Month Book Publicity Program, you will map out your custom publicity strategy with Leah in a way that works for your schedule.

How long before publication should I enroll?

The biggest crunch time for doing book promotion is in the 4-6 months leading up to publication. That's the ideal window—you'll be able to put everything you learn into action immediately. BUT if you have a year or more before publication, all the better! You'll have more time to understand the publicity process, and then execute as much of it as you can. And if you're really close to publication, or post-pub, let's get going. It's not too late, but some of the strategies we'll recommend will be slightly different.

Will I be able to ask Leah questions directly?

Yes! Leah always makes time to answer all your book publicity questions. Whether it's during weekly classes, Q&A sessions, or during your 1:1 strategy sessions, all of our programs offer ample access to personal support.

What types of sample publicity materials will you share?

We'll share examples of successful pitches, supplementary press materials, templates for media lists, online resources, and more.

Do you give media contact information to workshop participants?

We explain which types of editors and producers you should target, and we offer research tips and strategies for building your own contact list. However, we don't share direct email addresses for journalists.

BOOK PUBLICITY SCHOOL

What if I can't make it to one of the live sessions of the 6-Week Intensive?

All sessions are recorded and uploaded to the private online group. You'll have access to them for 6 weeks after the workshop is over.

How do you accept payments?

We accept credit cards. Email us if you prefer ACH or check.

How long after completing this workshop will Fresh Air book an interview with me?

