



Joanna Englert

Literary Publicist

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Publicity Offerings

\$3,000 *"I'm your publicist!"*

I will work as your publicist from the starting date of the contract to one month post-publication date. (*The bulk of outreach typically occurs six months out from pub date through pub date.*)

- Customized & ongoing outreach to reviewers, interviewers, and event hosts around the country including:
 - Major trade publications (e.g. *Publishers Weekly*, *Library Journal*)
 - Major national news outlets (e.g. *NPR*, *The New York Times*, *The Atlantic*)
 - Literary journals & specialty outlets
- 3-5 event arrangements (with bookstores, conferences, festivals, etc.)
 - When needed, I can also recommend literary partners to appear in conversation.
 - In cases of festivals, travel, etc., I will try and negotiate funding for the author.
- Weekly email (beginning 4-6 months out) with author & press to share updates and efforts
- Coverage corrections/follow-up
- Handbook of best practices (outreach, social media, events) & recommended schedules
- Promotional ideas to collaborate on with author & press (e.g. swag, social media, etc.)

\$1,000 *"No publicist, just the goods."*

This is the hands-off option. I won't do any outreach or publicity work on behalf of your book, but I will provide you with a customized outreach list and a handbook for how to self-promote.

- Customized contact list of reviewers, interviewers, and event hosts around the country including:
 - Major trade publications (e.g. *Publishers Weekly*, *Library Journal*)
 - Major national news outlets (e.g. *NPR*, *The New York Times*, *The Atlantic*)
 - Literary journals & specialty outlets
 - Lists of literary festivals
- Handbook of best practices (outreach, social media, events) & recommended schedules

**For \$1,000 option, payment is to be received within 15 days of author's receipt of materials. For \$3,000 option, \$1,500 is to be paid within 15 days of signing contract, and remaining \$1,500 is to be paid within 15 days of publication date.*