

# LAURA MARIE PUBLIC RELATIONS



Hi! I'm Laura Marie.

I'm a book publicist based in the New York City area with over 10 years of PR experience working with top level media to promote award-winning authors of fiction and nonfiction, journalists, media personalities, chefs, fitness coaches, lifestyle bloggers, musicians, brands, and more.


I have experience working in major publishing houses including Penguin Random House, HarperCollins, and multiple mid-size and indie presses. Below I have included a list of **frequently asked questions** to help give you a sense of how I might be able to help promote your book.

## **What will you do as my publicist?**

I will work tirelessly to promote you and your book. This means reading your work and discussing it with you to learn why you wrote it, how you want it to be presented to others, and what your goals are. Once I have a sense of you and your book, I will begin brainstorming and researching to find the appropriate audiences for it. I'll work with established media contacts and continually research new contacts based on current book coverage, comparable titles, trends, and more. I will craft tailored pitches to media contacts and diligently follow up to ensure no stone is left unturned throughout the publicity campaign. We will be in contact throughout the entire campaign and I will be more than happy to answer any questions you may have about the publicity or publishing process along the way.

## **When should we start working together?**

Ideally, we would sign a contract at least 2 to 3 months before your book is published, and continue working together for the following month post-publication. If advance reader copies are ready (or about to be), your book is ready for promotion.



### **Do your services cost more the longer the campaign lasts?**

How early you reach out to me typically has no impact on the cost of the campaign. A 3-month contract is usually priced the same as a 6-month contract. This is because the work a publicist does may be spread out over time (writing pitches; researching contacts; follow ups; etc). A 3-month campaign will likely have 6 months of work crammed into it, hence the similar fee. The exception would be if a client wishes to extend a contract with me after the publicity campaign has ended. In that case, a new monthly fee would be negotiated.

### **What if my book already came out (or comes out in a couple of weeks)? Is it too late to work with you?**

While it's true that we will miss out on media opportunities from a campaign that starts post- or close-to publication (some media tend to time their coverage to the publication date of a book and work very far in advance to do so), there's likely still many opportunities for media placements even post-publication. I would love to discuss what's possible and see if my services might still fit within your media goals and expectations.

### **Will you set up my launch event?**

Bookstore launches can be a great way to celebrate your book with friends and family, and "kick off" the campaign. However, indie bookstores are short-staffed and working hard to keep up with rising costs. Bookstores look for at least 30-50 people to fill their store for launch events and favor a strong in-conversation partner with a local following to help with turnout. If you think you can make your launch event robust and selling, and you have a strong moderator in mind, I would love to help organize an event. If not, I may recommend we focus on submitting your book to relevant local festivals and/or ticketed series events.

Or maybe a launch event doesn't interest you, but you would still like to develop a relationship with your local indie. I can help!

### **Will you mail out media copies on my behalf?**

Yes! My fee includes the packing and shipping of review copies to media. You will never be asked to reimburse shipping expenses for media mailings.

### **Can you guarantee media for my book?**

Unfortunately, the nature of publicity is that media placements are never guaranteed. What I can guarantee is that I will do everything I can to give your book the recognition it deserves. Further, I only take on projects that I believe do have media potential. If I am presented with a project that I don't think will benefit from my services, or does not personally resonate with me (and therefore means I won't be invested in obtaining media for it), I will be honest.

### **What are your fees?**

I work on a sliding scale based upon the scope of the project. This means it is not possible for me to put a set fee in writing. I need to learn about each specific project before I am able to determine the fee. However, my fees are reasonable and extremely competitive with other freelance book publicists. I work hard to keep my rates fair – a lot of what I do I consider to be a labor of love, as someone who loves spreading the word about great books! Our initial consultation is always complimentary, so please don't hesitate to reach out, even if the investment is a concern.

***Further, I am thrilled to partner with JackLeg press to offer a discount of 15% off my services for all JackLeg authors!***

### **This sounds great! How can I reach you to discuss my book?**

Please email me at [laura@lauramariepr.com](mailto:laura@lauramariepr.com). I promise to respond to you within 48 hours or less to set up an initial call. I am so looking forward to hearing from you!

## What authors are saying about Laura Marie PR:

"As the author of a novel published by a small press outside of the United States, I had little hope of bringing much attention to it. But Laura Marie did an outstanding job not only pursuing publicity for my book from top tier publications and news outlets, but from niche media spaces particularly interested in showcasing women and authors published by independent presses. She was relentless in her pursuit of author blurbs from highly respected authors with an impressive following. She was always accessible to me and worked seamlessly with my publisher's marketing director to maximize exposure for my debut novel. I have already recommended her to other authors and will continue to do so."—Lisa Braxton, author of *The Talking Drum* (Inanna Publications)

"As a small press author, I have many concerns about how to get the words out about my book. Laura understood my needs and pitched my book to the right media through her extensive connections. She is super-responsive, detail-oriented, and thorough. Her advice on tailoring my essays and interviews to the audience of various media outlets are right on the mark! I have learned so much from her during my book campaign. On top of that, she has a great personality and truly is a pleasure to work with!" —Dr. Ivy Ge, professor, author of *The Art of Good Enough* (Author Academy Elite)

"Laura Marie is kind, diligent, intelligent, and detail-oriented in a way that inspires trust in both authors and the media. As a publicist, she brings extensive practical experience and the benefit of existing relationships built through her work across many publishing houses and at Time Inc. On a book that I co-wrote, she helped coordinate a national tour that included author appearances on The Colbert Report and CNN. She is also an avid reader with a strong literary sensibility, and she is well equipped to understand an author's intentions—and what publicity might best suit the book they have written." —Charles Wilson, co-author with Will Allen of *The Good Food Revolution* (Penguin)

"Laura Marie is a marvel. Her organizational skills kept this calendar impaired author on track and on time. She juggled media contacts, interview requests, publicity campaigns, tour schedules and tender author feelings with a preternatural and reassuring calm. Best of all, I felt as though she understood my work, and so I could trust her to explain it to others. She took good care of my book, and that's about the highest praise an author can give." —Donna Johnson, author of *Holy Ghost Girl* (Penguin)

"Laura Marie is a tonic. Working with her on my book *How the Beatles Rocked the Kremlin*, she was tireless and always personally engaged, arranging major TV and Press interviews including a major spot on 'Morning Joe'. She pursued outlets in America and Europe as well as getting the attention of elusive targets in Russia. I was impressed by how quickly Laura absorbed the book and so was able to talk eloquently about the ideas and stories I was presenting. Laura always made me feel that I and my book were in safe hands." –Leslie Woodhead, documentary filmmaker and author of *How the Beatles Rocked the Kremlin* (Bloomsbury)

"Too many authors focus on content and forget about marketing. But what good is your great idea if no one ever hears about it? Few people understand these dual challenges better than Laura. Thanks to her good work and impressive outreach skills, my book, *The Kennedy Half Century*, was not the proverbial tree falling in the forest. Instead, she put a thousand balls in the air and juggled them successfully. She got the job done—no matter the commitment of time and profusion of effort required—and the profile of my book expanded dramatically." –Larry Sabato, founder and director of the University of Virginia's Center for Politics and author of the *New York Times* best seller *The Kennedy Half-Century* (Bloomsbury)

"On our noisy, trivia-riddled, mass media-saturated planet, the words of a literary writer can barely be heard. It takes a publicist like Laura Marie, someone with ambition, ingenuity, professionalism and a terrific Rolodex, to lift a work of literary fiction above the din. It was a pleasure for me to watch Laura guide my novel *Equilateral* to its most thoughtful readers." –Ken Kalfus, author of *Equilateral* (Bloomsbury)

"Laura Marie makes good things happen. She has the insights, the connections, and the passion to drive a high-energy publicity campaign. Her preparation, candor, and common sense open many, many doors. And she does it all with a smile. Laura stands out—the best of the best!" –Daniel P. Bolger, Lieutenant General, U.S. Army, Retired and author of *Why We Lost* (Houghton Mifflin Harcourt)

"As an outsider coming to do book publicity in the US for the first time, Laura was the ideal guide to the New York media landscape. She was excellent at planning a focussed and impactful campaign, making sure that I was well briefed and prepared. She made me feel as if she was on top of the project, understood what I was trying to say, and tailored the campaign to the work and its potential readership. Most of all, she made it fun!" –Leo Hollis, author of *Cities Are Good for You* (Bloomsbury)