



How to write a press release

Writing a press release is crucial as part of your book launch.

You have spent time and energy writing your book; now you need to get eyes on it. Social media is one way but getting into the local and national press can bring more opportunities and, hopefully, readers your way.

First, you need to remember that journalists have very little time so, when you send off your press release, you need to have an eye-catching title as the subject. It needs to describe what your book is about and why people need to read it.

If you have received reviews from readers, think about what they have said they gained from reading your book. For instance, have they felt inspired? Has it brought them hope? Has it given them tools to get through a particular situation in life? Has it given them confidence? Use the words you have been given in your press release.

You will also need to include the launch date, publisher, title, author and where to buy your book.

How many words?

Usually, a press release is between 300-500 words. Keep it concise.

What to include in your press release?

- Name, address, phone number, website, email address;
- The date of your book launch and any additional details such as, if it is a live launch, the start time and name of the host and any guests;
- A headline- what is it that sets your book apart from others?
- Cover photo & author bio; and
- Cover of your book in jpeg or png format,

Body of the press release

Paragraph 1

Introduce yourself and your book.

Paragraph 2

Write a more detailed explanation of what your book is about and who it has been written for e.g. single mums, people who lack confidence, people who are struggling with addictions, etc.

Paragraph 3

Consider including a quote or review from someone who has endorsed your book.

Paragraph 4

List where people can buy the book and details of the launch, if you want to make it a public event. You can also send people to your website, to a landing page, so you can capture their emails ,or to Amazon.

When to send it?

Press releases should be sent to the press between 3 to 5 days before your launch, if possible.

Who to send it to?

Think about your audience. If you have written the book and want to support a charity, for example, you can send it to their head office.

Local newspapers are great for helping you get your name out there.

There are also national magazines & media if you feel your story is relevant to them.

Do your research and select the optimum publications and media to showcase your book.