**Publicists – What Do They Do?**

****

1. Is the story you want to write really, truly, honestly a story worth telling? Can you explain clearly why you think so? Your publicist will read your manuscript twice. The initial read s/he is looking for potential public relations angles. Second, s/he will be underlining catch phrases or items to build your presence. \*\*Your manuscript is not judged from a writing point of view.
2. Publicists will manage author’s expectations. Author’s must answer this question: Why should anyone care about this specific book? What makes it different?
3. Put a price list and plan together. Will your story be of interest to a large group of people? Who? Which group of people will be interested? [Hint: It is absolutely, positively NOT “everyone.”] Do you have a budget to hire a PR firm or for advertising?
4. Adopt story angles appropriate to specific needs for radio, television, and magazines. Each medium is different, and your publicist must adjust accordingly.
5. Your publicist will maintain contact with you and keep you up to date.
6. Sometimes s/he will arrange book signings. A word of caution, however: They are losing popularity now and there are also les brick-and-mortar stores. This process requires a ton of work for the publicist, with questionable return on investment. As an alternative, a reputable publicist may well have a reach of 3,000 people online. This is quicker, more thorough, and can be done quickly with less preparation. As an author, you must decide and convince your publicist that a book signing is worth the effort.
7. Publicists train authors to be in front of the camera and how to conduct themselves during an interview. \*\*Point of fact: One interview often leads to another interview. Media outlets want to know that you are ready and that you ‘clean up real good!’
8. Publicists DO NOT EDIT. None of them do.
9. Publicists are not therapists; so, don’t hound them with phone calls.
10. Publicists do not have the time to provide authors with a complete academic course on publicity. That means authors must accept a certain level of trust in their publicist.
11. Publicists do not do advertising. Advertising is a different animal. Advertising is time consuming. Ads must be designed. If you ask your publicist to do advertising, it will cost more.
12. Publicists are unlikely to do marketing or provide promises on distribution.
13. Cost? Brace yourselves -- $2,000 - $5,000 per month; and you may be required to hire for 2-4 months. The job is time consuming, according to a well-known publicist that this author watched in a webinar. People he contacts often lose his emails, and he therefore has to resend over and over again (sound familiar)?
14. Begin your endeavor 4-6 weeks prior to your launch date; but begin planning 2-4 months ahead of time.
15. Tidbit: If your expectation is to be on the NYT best seller list; they do not work with self-publishers!
16. BIG MESSAGE TO UNDERSTAND: PUBLICISTS DO NOT AND CANNOT CONTROL THE MEDIA. Example: You may have landed a huge 5-minute spot on a major network morning show a week before your launch. But the day before, a major national news items hits. You get bumped; and you’ll never get that spot again because the networks want to launch your book in real-time; not 3 weeks after publication.
17. Know how much you are willing to travel. In this regard, zoom has helped many authors.
18. Dress well. Look professional. Be organized.
19. If you are planning your pitch for a camera audience; practice, practice, practice.
20. Do you have a social media presence NOW? Do you have a website NOW?



**Author of:** Listening to Her Own Voice, Life Lessons from Lucy the Schnauzer, Ivy’s Epilepsy, Mesmerizing Word Search Puzzles, and Fatal Funds (release date: September 2024). Quick link for purchase on [www.colleenbooks.com](http://www.colleenbooks.com). Reviews and comments are welcome. Please contact me through my website if you’d like to be interviewed. Your author interview will be posted on my website. **Info and many thanks to publicist, Joe Marich, President, Marich Media LLC.** [**JoeMarich@gmail.com**](mailto:JoeMarich@gmail.com) for providing the information contained in this article.

