

# **Hello Filament Publishing Author! Welcome to Literally PR!**

## **Introduction to services, fees & opportunities offered by Literally Public Relations Limited**

**For authors, literary agents and publishers...**

Contacts: [info@literallypr.com](mailto:info@literallypr.com)  
[www.literallypr.com](http://www.literallypr.com)

Once you've been introduced to us by Chris Day or another member of his team, we invite you to complete our new author Q&A and return it to [info@literallypr.com](mailto:info@literallypr.com). We will then email you to set up a convenient time for your free 15-minute consultation, during which we will offer advice and ideas based on the information you've provided in the Q&A. There is no obligation for you to take the basic PR package, if we think that we can provide additional support we will make suggestions as to which package would work best for you. Of course, it's all dependent on your budget, goals and ambitions for the book. But it's also dependent on whether we think we can provide results for you. Sometimes, PR is not the best strategy for a particular book/author, perhaps you'd be better focusing on a selection of marketing/sales strategies before moving on to a publicity campaign, or maybe you need to invest more time in building your online platform or speaking engagements? Either way, we will provide an honest, informed opinion on what we think you could do to support the launch of your new book, and whether we think we are the right people to help you. Please read on for more information...

### **About us...**

Literally PR aims to support authors, publishers, writers, entrepreneurs and literary agents of all shapes and sizes. Led by Helen Lewis, who has worked in PR, publishing and journalism since 2001, we are a small but hard-working team based in London and Kent. Over the years, we've worked with more than 300 authors, publishers and agents across a wide range of genres. Our small team achieves consistently excellent results not just through targeted and innovative PR strategies that have been tried and tested over many years, but we consider the entire process. We look at the role of the client, the personality of the book and the brand and – often most important – the story behind the story i.e. what the author has to say. We assist with brand creation and development, building the all-important author platform, raising awareness and understanding of who you are and

what you represent. For non-fiction, we build a name for our clients as respected experts in their field with a voice that needs to be heard – or enhance their already strong platform and profile within a more mainstream media environment. We don't shy away from fiction campaigns for incredibly strong books that deserve to be shouted about from the rooftops either. We have a track record of creating successful and engaging PR campaigns for authors of fabulous novels from historical fiction to erotic, romantic to chick lit, and plenty more!

Literally PR has worked with first-time authors through to multinational publishing houses, literary agents to marketing companies. We love working with people who are passionate about their 'product' and want to take their journey to the next level. The best projects are those where the client collaborates with us – your book is YOUR baby and you know it better than anyone, but there comes a time when it's important to let go and recognise the potential of your book as a business (fiction and non-fiction). We invest in getting to know clients over time, by working to meet your requirements, fitting in with your other commitments and by considering your goals and ambitions at every turn. We provide a wide range of services to suit a variety of budgets and objectives. This document outlines some of the services we offer over four, six, eight and 12-week periods, but we are more than happy to work with you to create a bespoke campaign plan over the optimal six-month book launch campaign timeline also.

Helen Lewis, founder of the company, is the Director and maintains a very active role on a day-to-day basis, and you are likely to also be introduced to other members of the team including Becky Smith and Diana Ashlee. We also work with expert freelancers across a range of specialisms from website design and management to social media services and branding agencies. You'll be given a dedicated point of contact and we'll give you a regular update via email, and we like to meet our authors (in person or via Skype) and do all we can to provide you with a personalised and friendly service. We will always aim to help and answer your questions as best and as quickly as we can. It is our intention to support and assist you – bringing a combination of more than three decades of experience to the table – with a passion for results and hard work.

There are no guarantees in PR – as you know, it's very different to advertising – but we do guarantee that we will always endeavour to meet your expectations and try hard to achieve the results you require. We are not a pay-per-results company and we cannot promise that we'll get you XX pieces of coverage in XX type of media, because PR doesn't really work like that! We'll be honest and transparent, communicative and proactive

throughout our time working together. And we tend to stay in touch with most of our clients in the years that follow...

### **Social media links:**

<http://www.linkedin.com/pub/helen-lewis/18/bb1/498>

<http://www.twitter.com/literallypr>

<https://www.facebook.com/pages/Literally-PR/342794935782744>

<http://www.literallypublicrelations.wordpress.com>

### **Testimonials**

For testimonials, ideas about our approachable, flexible and successful PR style, an overview of our clients and more information about us, please go to [www.literallypr.com](http://www.literallypr.com).

*‘I’ve worked with Helen for a couple of years now. After the success and exceptional media coverage that Helen and her team secured for my first book launch I knew I had to have Helen work her magic a second time for the launch of the second book. Since then, Helen has worked closely with me in formulating a new concept for my third book, which she ultimately secured a literally agent to represent and I’m pleased to say is now a live project.*

*Since our first conversation (“Helen – get me a book deal, TV show and a reputation for being an international man of mystery”) a year later Helen achieved two of those objectives (I’ve parked the international man of mystery goal for the time being...or have I?). With guest appearances on ITV This Morning, a weekly column in Best Magazine and my third book now in production Helen has become my go-to person.*

*At whatever stage of your authoring career you may be, there is one thing that is vital to success – the people you surround yourself with. Helen is my publicist, confidant, sanity sounding board, career coach and ultimately; the person who gets stuff done.*

*Helen is inspirational and creative, persistent and rational, incredibly well connected backed with over 16 years of being in the industry. I recommend Helen Lewis to anyone looking for an honest, helpful and proactive person to help build a successful author career.” --Theo Michaels, author of Microwave Mug Meals (2016), Microwave Mug Soups (2017) both by Lorenz Books, a new book in the pipeline, and international man of mystery...*

*‘I have learned so much from Literally PR since self-publishing my novel 'Flight of the Kingfisher'. I made a mistake in not contacting Helen much, MUCH sooner in the process, but she was still able to make wonderful things happen for me. A two-page article in the Daily Mail was quite a coup, and boosted my sales. With Helen's expert guidance, I know that the launch of my next novel will be an even better experience.’ -- J Merrill Forrest, Flight of the Kingfisher*

*“I’ve found Helen enthusiastic and inventive, with many resources. Scrupulous documentation of all the calls made on your behalf and dedicated follow-through of nibbles and contacts. She’s really on the wavelength of writers. No bullshit, no smarm. Intense pursuit of your interests. I trust her. She took me on when my novel had been out for a couple of years but has been able to get interviews and interviews, including Women’s Hour. I wish I’d had her from the word go!”* -- Mary Hamer, author of *Kipling & Trix* (winner of The Virginia Prize for Fiction)

### **The Filament Entry-Level Package £500**

**This package will last around two weeks and will usually be in the month before the book launches**

- Creation of an Advance Information Media Sheet (AIMS - one page press release in a format we’ve become recognised for within the industry) for the author to send to his/her own contacts, use in their promotional material/on their website. Provided as a Word document and PDF.
- Creation of an author profile on LiterallyPR.com (guaranteed to be online for at least 12 months). Very handy to link to from your own website and social media and to send to literary agents/publishers/VIPs/reviewers/stakeholders.
- Mailing of the AIMS to a hand-picked media list.
- Creation of a VIP target list of 25 publications/outlets we think should be approached.
- Second mailing of the press release within 10 days of the first mailing with a different ‘cover letter’/focus.
- Any further enquiries directed straight to the author to follow up on.
- Coverage book and next steps report.

### **The LitPR Four-Week Package £1950**

- Scheduled 30-minute introduction call to discuss author goals, answer questions and introduce the project. Usually done via Skype or telephone.
- Creation of an author profile on LiterallyPR.com (guaranteed to be online for at least 12 months).
- Fiction or Non-Fiction Q&A sent to the client for completion.
- Dedicated account manager.
- Weekly progress report via email.
- Creation of an Advance Information Media Sheet (one page press release in a format we’ve become recognised for within the industry). Includes one set of amendments – we want to be sure the client is

happy with all written press materials that are sent out.

- Access to the LitPR DIY PR platform (available from January 8<sup>th</sup> 2018) to help authors optimise their investment in a PR campaign with strategies and advice that they can action before, during and after the campaign.
- Establishment of an online ‘Press Box’ that is guaranteed to be available for at least 12 months. The Press Box link will be included in all communications with the press ensuring that access to vital information about you and your book are available even out of office hours. A Press Box typically contains relevant images, press releases, and an author bio page. You are welcome to link to this folder from your own website/marketing materials and include our contact details as your PR representatives for all media enquiries.
- Distribution of the press release to a targeted database. We handpick our lists for each press release by category, media angle, region etc. We do not do a mass-mailing of random contacts repeatedly for each campaign. Our journalist contacts have been built up throughout the past decade and are regularly updated. Campaigns average between 500 and 1500 unique and targeted contacts depending on the subject/theme.
- Email follow up with the press to our VIP targets (30-50 outlets we consider to be imperative to the campaign). You will be given a copy of the VIP list showing the outlets we will be targeting – your feedback is, of course, warmly welcome.
- A second mailing of the AI, which acts as a nudge/reminder usually around 7-10 days after the first mailing.
- A guaranteed investment of six hours of call time dedicated to pitching you and your book, hooking onto current articles/headlines/news stories, introducing feature ideas and editorial hooks that we’ve researched, and building on our relationships within key sectors of the press.
- Creation of a mailing list (we don’t send books out unsolicited) of named contacts who want to see the book.
- Regular pitching online (social media, email, use of newswires etc).
- Mailing of up to 20 books to key members of the press on the mailing list (First Class Royal Mail charges applicable, there is a charge of £25 admin for every additional 20 books sent throughout the campaign).
- For fiction authors – a dedicated blog tour in the US and UK with a guarantee of at least eight blogs covering your book.
- For non-fiction authors – creation of a list of at least seven notable people you could send the book to for potential endorsements/reviews/marketing statements. We provide this list

with full name and address details for you to work on (you can send a copy of your book with an edited version of the endorsement letter we will provide for you).

- Suggestion of at least three articles you could write and provide to us for potential media placement. No guarantees that they will be placed but we have a good track record using this strategy. (Example: <http://www.femalefirst.co.uk/books/robert-eddison-wisdom-and-wordplay-1108388.html>).
- Coverage book (as a PDF) and link to live coverage book that will be updated on a regular basis over the following weeks/months, plus a bespoke Next Steps document, a scheduled 30-60 minute call with Helen Lewis to discuss Next Steps ideas and a copy of the final mailing list, so you can see who received a book and the status of each of those leads.

### **The Literally Six-Week Package £2750**

All that listed above in the Four-Week Package **PLUS**:

1. A free ticket to the next Author School Day (usually held in London in March and October/November). For more information: [www.theauthorschool.com](http://www.theauthorschool.com).
2. Syndicated Interview with the author. Questions are put together by one of the journalists on the team (usually 12-20 questions) and the author is invited to respond by email. The interview is formatted and edited and sent out to selected contacts to inspire them to write about the author, call in a book, consider inviting the author to comment or contribute, book them for an interview or even used in its entirety as an article in its own right (example: <https://www.psychologies.co.uk/come-together-social-reform>).
3. A further six hours of calls invested into the campaign to enable us to respond to timely hooks, follow paths of interest, reach a wider number of journalists and outlets. Total of 12 hours' call-time (this is a major point of difference to other publicity agencies as we value the importance of relationships and telephone time – not just relying on newswires and emails).
4. Marketing-driven, three-week listing on NetGalley, which typically retails at an RRP of around £530 for individual titles (to understand the benefits of this amazing review service please visit: <https://www.netgalley.com/tour>. The client will be provided with all reviews received via NetGalley that can be used in promotional materials, marketing, PR, even on the book cover if they're particularly fabulous!
5. Three guaranteed reviews on Amazon.com and Amazon.co.uk.

6. Mailing of an additional 20 books (i.e. 40) without additional charge (only the Royal Mail First Class costs are billable).

### **The Literally Nine-Week Package £3750**

All the elements listed above up to and including the Six-Week Package

#### **PLUS:**

1. A further six hours of calls invested into the campaign to enable us to respond to timely hooks, follow paths of interest, reach a wider number of journalists and outlets. Total of 18 hours' call-time. We have a strong track record of securing coverage via our calls to those we have good relationships with) and often uncover other opportunities such as speaking events, feature ideas etc.
2. Creation of a second press release with a fresh angle sent out to some of the original targets along with a more specific list to target. The angle is discussed with the author and the client's approval is required before it is sent out.
3. Inclusion in at least one Literally List.
4. Guest blog post on [www.literallypublicrelations.wordpress.com](http://www.literallypublicrelations.wordpress.com) which gets thousands of hits per month and is widely shared on social media. Blog post ideas will be offered to the client. This is not compulsory remember!
5. Recommended Read listing on [www.theauthorschool.com](http://www.theauthorschool.com) - the website receives hundreds of visits every week and is particularly well read among other authors, publishers, agents and industry professionals.
6. A series of extracts selected and formatted to appeal to the press, mailed to a hand-picked database along with talking points and editorial / interview ideas.

### **The Literally Twelve-Week Package £5550**

All the elements listed above up to and including the Nine-Week Package

#### **PLUS:**

1. A further six hours of call time invested in the campaign making a total of **24 hours** throughout the campaign.
2. Creation of a third press release with a different angle sent out to capture the attention of what we deem to be VIP targets based on feedback and learnings taken from throughout the campaign. Again, this angle is confirmed with the author before being sent out. This is usually sent out in the last three weeks of the campaign – the aim is to build on the momentum and sustain the buzz and awareness created through the campaign. PR is a notoriously long game so the longer

we have, the more people we can talk to, the more angles we can try, the more engaging press materials we can create.

3. Your choice of **one** of the ‘Cherry Pick – A’ options. The client must decide which option this is to be before the four-week point in the campaign please to give us enough time to schedule it within the campaign.
4. Longer NetGalley listing of eight weeks, which should help you get even more reviews (the longer a book is listed the more people will see it online).
5. Press Pack (PDF) created to provide a one-stop-shop for all enquiries relating to the book/author (we can write them primarily from the perspective of the author if they are looking for a professional document to send to speakers’ agencies – particularly strong idea for non-fiction books).
6. Inclusion in two Literally Lists.

### **Buy By The Hour...**

Strategic consultancy

£75 per hour plus travel expenses 30-minutes travel from TN27 in Kent if you would like to work face-to-face (i.e. in an office/company HQ).

Minimum commitment of ten hours per month.

### **Cherry Pick...**

Cherry Pick what you want & need for your book PR campaign!

The following options are available to LitPR clients to complement their package choice.

#### The A List

£200 for one

£350 for two

£490 for three

£620 for four

#### **Digital Audit**

A one-hour bespoke 1-2-1 session to help build your online author platform. We will spend at least one hour before our Skype session reviewing your online platform including your discoverability, social media platforms, your current versus potential reach etc. We then create a tailor-made document of suggestions to help you build or boost your online author platform that we discuss with you during the one-hour 1-2-1 Skype session. The full document is emailed to you following the conversation for you to follow up.



### **Marketing & Branding Consultation**

A one-hour bespoke 1-2-1 marketing and branding session on Skype with a leading publishing professional specialising in these imperative fields. A detailed plan is created for you in advance (this is not a cut and paste job – it's created for you following the completion of a Q&A and research by the consultant). You will then be sent the Next Steps document containing suggestions of action points you can take for yourself, as well as an overview of services that can be provided (such as logo design, newsletter design etc) by the experts! Further support will be offered at a competitive hourly/project rate.

### **Media Training**

If you'd like to improve your interview skills for broadcast (TV/Radio) or you simply want to know a lot more about what you may be asked in an interview (print/online/broadcast) and get some practice sticking to the questions, then we work with a number of media training specialists who are lovely and happy to help. The most popular option is a 1-2-1 90-minute session on Skype but we can also offer face-to-face half-day sessions if you're able to travel into London (this incurs a bigger cost of course).

### **Outreach for endorsements/foreword writers**

If you're ahead of the game and thinking long-term, we can come up with a list of potential ambassadors/endorsers of your book, we can even try to get someone with a household/relevant name to write the foreword for your book. This isn't easy and results aren't guaranteed, but we have links with numerous agents and celebrities, and we are prepared to put in the graft required to grab their attention. We can, of course, also reach out to journalists for quotes/endorsements pre-print. It often helps to have a third party pitching for you and using their own networks.

### **NetGalley Listing**

Sign up for a five-week managed, premium NetGalley listing through LitPR's subscription.

### **Speakers Agency**

Recommendations and applications to a host of professional agencies. It's often helpful to have a third party connection recommending and pitching for you, and managing the liaison and negotiations to get you signed up to the right agency.

### **Building Your Offline Platform**

Create a bespoke list of potential events, conferences and exhibitions of relevance to you as an author over a 6-12 month period.

Full list made available for your input.

Approach to those you want us to pursue to get the best of each event for you.

Pitch / organise your attendance as a visitor, exhibitor or speaker.

Liaison with the organisers to get the best opportunities for you.

Potential additional extras: Associated PR opportunities i.e. pitching to relevant and local press to come and interview you, photography etc at the event. Where possible liaise with event organisers to optimise publicity potential.

## **The B List**

Different prices per service depending on what the client requires.

### **Literary Scout Service**

Helen Lewis is a literary scout for a selection of London-based literary agencies and has developed good relationships with numerous UK and international literary agents who specialise in non-fiction/fiction/both. Helen regularly visits trade fairs (including the Book Expo America, London Book Fair and Frankfurt Book Fair) to pitch to literary agents and publishers, and continue to nurture her relationships with these industry professionals. Helen has successfully achieved deals with agents and publishers for a number of clients. Services include:

- Creation of a pitch pack
- Help writing the synopsis/structure of the book
- Read-through of the manuscript and an honest, written report from the perspective of its potential for pitching, relevance for today's market, PR and sales points, etc.
- Pitching to targeted publishing houses and literary agents
- Liaison and follow-up with publishing houses and literary agents
- Attendance of meetings with publishers/agents alongside the author
- Help negotiating with publishers/agents
- Representation at the major trade fairs to include development of a comprehensive pitch pack, meetings booked with relevant professionals, face-to-face pitching, follow-up work after the fair and ongoing liaison. Plus, a detailed Fair Report for the client including feedback on the book idea/author.

*Prices from £600 plus 15% commission on any deals made through Helen Lewis' introductions/work.*

### **School/College/University Tour**

If you're a children's book author, or you've written a book that would be popular with teens or young adults (up to the age of 22) then we can help you reach your target readership! We have organised numerous school tours

for authors and have an extensive contacts list to reach out to. We help with the outreach, bookings, creation of the workshops/sessions, provide order forms and marketing materials for the educators/headteachers/leaders, and follow-up work.

*Average campaign costs £,350 but the fee depends on the book, potential number of schools/colleges/unis we can reach out to etc.*

### **Book Signings**

We have organised myriad author signings in leading book shops such as Waterstone's as well as independent book shops. Depending on where you live (the local market is really important) we could help you to build a series of signing opportunities that will help build buzz, provide PR and marketing materials (photos, testimonials etc.), give you content for social media, help you make sales and give us even more opportunities to pitch you to the regional press. This offer is subject to where you're from/which parts of the country you're associated with (i.e. where you were born, where you went to uni, where the book is set can all be considerations) and the type of book you've written.

*Average campaign costs £,350 depending on location options, time of year etc.*

### **Book Launch Support**

Over the past decade, we've organised more than 50 media events from new product launches to book signings, launch parties in Shakespeare's Globe with a travelling circus to Italian-themed launches in an exclusive bar in Soho, and plenty in between. We know what works, and what doesn't, what you need to do to give your event the best chance of success, and who you should/could invite. It's pretty difficult getting journalists to attend your launch as they get so many invitations every day and have their own lives/deadlines/hobbies to get on with too. You have to give them a huge reason to attend that will give them content they couldn't otherwise get (celebrities, for example, can help drawn in the media). We can provide a full events management service through to 'just' inviting the press and managing the RSVP list, to attending the event as the dedicated 'meet and greet' team, to connecting you with photographers, videographers, entertainers and booksellers. Whatever you need, we can help!

*Hourly rate applicable depending on which tasks are required.*

### **US-Centric Press Release & Outreach**

Creation of a US-centric press release.

Creation of a hand-picked database by broadcast, print and online segments.

Mailing of the press release.

Development of VIP target list based on client's goals and objectives.

Minimum of four hours follow-up and liaison with the VIP target list.

Coverage book and mailing list.

Where possible digital copies of your book will be sent but where required, paperbacks will be despatched via Royal Mail and billed to the client at cost. Mailing list/leads list provided to the client and where necessary contact details will be provided for the author to follow up.

*Four week-campaign – only available alongside or within three months of a LitPR UK campaign ending: £950*

### **Radio Talk Show Publicity Campaign:**

*Campaign: £1999*

A guarantee of 8 Radio Shows in the top 45 markets with regional or nationally syndicated shows. We partner with an outstanding PR team based in New Jersey with more than 25 years of experience securing radio interviews for authors to offer an amazing package to LitPR clients. The PR specialist books interviews on radio shows in the top, most influential markets and on nationally syndicated shows and networks. You are able to access high impact, high listenership radio shows that allow you to share your message, create national expert status and enjoy outstanding success! You are hand-pitched to the perfect shows for you and your topic. They offer a range of radio campaigns that include stations in the top 45 major markets or on nationally or regionally syndicated shows or networks. There are:

- No college radio shows
- No internet radio shows
- No overnight radio shows
- No low listenership radio shows
- No shows in the middle of nowhere
- No shows on the outskirts of major markets

**GUARANTEED RADIO PUBLICITY CAMPAIGN:** All radio campaigns have a guaranteed deliverable. That means that the US PR team guarantees the radio shows will be booked according to the contract provisions. The US PR radio campaign includes:

- Professional UNLIMITED media training – one hour media training session kicks off your campaign
- Media trainer conducts a PRACTICE interview just like you can expect on your real interviews
- Ongoing media training support for the length of the radio campaign
- Message creation and content strategy development
- Advance headliner status booking strategy that gets you booked on the bigger shows
- Access to their 24/7 news division
- Creation of socially relevant and cutting-edge news hooks
- Professional, highly skilled, media savvy radio bookers with mega

experience

## **Our points of difference:**

- We aim to be as flexible as possible and offer a wide range of services based on feedback, competitor analysis and the evolving publishing industry.
- We've been involved in book PR for many years now (Literally PR was officially created in 2012 but we've been in the PR business since 2006) so we've tried and failed at various strategies so you don't have to! We know what works and what doesn't!
- We remain competitively priced and will be for as long as we possibly can be! Similar packages retail at almost double the fees we are charging.
- We are very well connected with the media, particularly because Helen Lewis has worked as a journalist (and still does, on a freelance basis) for more than a decade.
- We read every book we promote and talk to every author we represent. You'd be amazed at how many PRs don't actually bother reading the whole book!
- We make recommendations and have helped clients fine-tune book cover design, website content, shape their blog, gain direction for their brand and their long-term goals. We've spotted typos and helped informally with proofing early drafts. We help you to make your book/brand the best it can be – for us it's about helping to create the best book possible.
- We have connected authors to publishers, created brand strategy plans, introduced authors to agents and secured speaking gigs...we're not JUST a straightforward PR company.
- We aim to build a relationship with the client and ensure they're comfortable with the PR process, which is often a new experience for them and, let's face it, PRs don't always have the best reputation! We do not do mass, untargeted mailings of journalists.
- We do not make any guarantees about coverage nor do we offer a pay-per-results service. We do, however, try extremely hard to get as much coverage as we can.
- Sometimes, the Holy Grail of achieving national newspaper coverage is not as fabulous as it appears...we have achieved plenty of national coverage for our clients but there are many other, hugely influential media titles out there, which may have a bigger impact on your sales!
- We remember that one of the ultimate goals is for you to make your money back and try our best to help you achieve that.
- We don't charge retainer fees or tie you to an annual contract. Basically, this is your book and you can shape the publicity schedule according to your ambitions, goals and budget.
- There are no hidden costs, you get more than what you pay for in most instances, and we are as transparent and flexible about costs as we can possibly be. We can accept payment in pre-arranged instalments. The commissioning payment is always £500 to kick-start a campaign and needs

to have cleared before work can begin.

- The prices are not subject to VAT charges.
- Authors who sign up to work with Literally PR can receive a 10% discount off The Author School services: [www.theauthorschool.com](http://www.theauthorschool.com).

*For more information please contact Helen Lewis at [helenlewis@literallypr.com](mailto:helenlewis@literallypr.com) or call 07904801669.*



## Example Quote: Book Launch Event & Supporting Publicity Services

### Goals:

- Create a buzz around the launch of this book. Build awareness of the subject, book, and author.
- Build author profile.
- Host a successful book launch event (provisional date to be confirmed).
- Engage with the press to invite them, arrange for reviews, interviews etc.

### Steps:

1. Creation of a press pack to include a provisional invitation, Advance Information (AI) sheet and syndicated author interview.
2. Author profile on [www.literallypr.com](http://www.literallypr.com).
3. Social media input – assistance with Facebook, Twitter, Instagram etc.
4. Sourcing of suitable venues.
5. Visit to the venue of choice to view layout, meet manager, discuss refreshments, visual and audio options etc.
6. Ideas sheet for ways to make the event ‘stand out’ to be put to client including entertainment suggestions.
7. Formulation of an agenda for the day/evening of the event.
8. Action any of the ideas selected (these will likely be subject to extra costs as expenses to the supplier).
9. Distribution of AI to a handpicked targeted audience of journalists via email.
10. Publication of the AI via Books4Media and other relevant channels.
11. Follow up calls (5 hours) with a ‘hot list’ of press contacts.
12. Follow up with invitation mailing.
13. More phone calls (minimum of 5 hours) to liaise with the press about the event.
14. Create and build a guest list.
15. Identify and invite relevant stakeholders.
16. Liaise with the media before the event.
17. Create name badges for the guests and finalise the guest list.
18. Pre-arrange any face-to-face interviews with the press.
19. Update and then print out press packs.
20. Arrive early to help set up on the day of the launch.
21. Two members of staff (including myself) will attend the event to help with meet and greet, signing names off the guest list if you want tight control of who is attending, manage the interviews, introduce the client should you wish, hand out press packs and answer media questions. A further member of staff can be hired to manage the sale of books (additional fee of £100).
22. Connect you with photographer, videographer etc (subject to additional fee – authors often know someone they trust to do this).
23. Post-event press release creation including photos (which must be available to LitPR by 9:30am GMT the day after the event).
24. Distribution of press release and follow up with phone calls to those on the guest list in particular (who did and didn’t attend).
25. Social media input throughout the campaign will also include live tweeting/Instagram from the event.
26. A final hand-over report at the end of the project. The client will handle

future incoming enquiries unless otherwise agreed.

**Time frame of campaign:** Advisable to start a minimum of two months before party date.

### **Before campaign starts**

1. Introductory conversation with Helen Lewis accompanied by a Q&A document – requiring as much input as possible from the client. Please return to [helenlewis@literallypr.com](mailto:helenlewis@literallypr.com) before project start date.
2. Confirmation of possible dates for the event.
3. Images of the client (high resolution), book cover and any other relevant pictures.
4. Full access details for Facebook and Twitter should you wish our input on these two social media formats.
5. Logo and related press or marketing materials that could prove useful.

## **Crunching the numbers**

### **Two-month campaign including event**

Total: £4550 payable to Literally PR for publicity and event management.

Average price of venue hire including refreshments (varies depending on venue, size, refreshments etc): £4000-£10000+

Entertainment (such as live music), photographer, videographer (we can provide a photographer and videographer for under £600 in total including editing): varies but can be anything from £0 to £3000+

Commissioning payment to Literally PR Ltd before project start: £550

£2000 by end of month 2

£2000 by end of month 3

Testimonials can be found here:

[http://www.literallypr.com/public\\_relations/file/testimonials.php](http://www.literallypr.com/public_relations/file/testimonials.php)

Videos and reviews of some of the launch events we've organised can be viewed here:

<https://www.youtube.com/watch?v=9ltYVzV9hvs>

[https://www.youtube.com/watch?v=rM3CvUR\\_D-0](https://www.youtube.com/watch?v=rM3CvUR_D-0)

<https://www.youtube.com/watch?v=6CudjM97ewg>

<http://completelynovel.com/articles/one-big-book-launch-review-and-pictures>

<http://www.wearethecity.com/heels-of-steel-book-launch-video/>

[https://www.youtube.com/watch?v=bvPL7TRfq\\_Q](https://www.youtube.com/watch?v=bvPL7TRfq_Q)

**--ENDS--**