

Published based on [Three Essential Must Know Publicity And Book Promotion Media Strategy Tips](#)

Three Essential Must Know Publicity And Book Promotion Media Strategy Tips

This publicity and book promotion article includes publicity media strategy and book promotion tips to use while working with the media and getting publicity for yourself. You'll learn the importance building expert status and of creating a media website that showcases your expertise, the importance of getting top notch testimonials to put on your site and in your media materials, why you should strive to know the news of the day so you can be a socially relevant book author and expert who can talk about the issues of the day. Plus you will learn why media training is a major key to your success.

The basics of publicity are easy to learn. You can create an effective media strategy that enables you to get the media placements and exposure of your dreams.

One of the publicity tools is to create a website especially for the media. This website should showcase what the media needs to know about you. The author expert media site includes information about yourself, your book and includes additional material such as your professional photo, a demo video of a previous media experience, your media bio that links to any media coverage you may have secured, your professional bio that showcases your education, experience, credentials and accomplishments. Testimonials are important too so be sure to use the ones from influential sources as they will empower you as well.

Become a socially relevant book author & expert. Know how to tie yourself & your book's messages into the news of the day. Be sure to blog on news events being covered by TV or other print media and internet sites. The blogging helps you create a working knowledge of the new of the day. Apply your knowledge and pack your blog posts with content as this helps develop your thoughts and creates expert status.

Get comfortable speaking to the media and sharing your thoughts by getting some practice and training before you get started with your publicity strategy. Media training is the key to being ready to speak to the media in a way that positively showcases your talent and expertise. You'll want to show the media that you are media savvy, professional and are able to discuss your commentary with them.

Knowing the tools of the trade will help you avoid the mistakes that many authors and experts make in their publicity and book promotion efforts. Once you create and apply the publicity tools necessary you will be able to enjoy media exposure with confidence.

Annie Jennings is a highly-acclaimed professional in book promotion. To set up a free consultation please go to [book promotion](#). To listen to real stories of book promotion success please go to [publicity](#).

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