



MEDIA KIT WORKSHEET

It's time to get your book some publicity! Please email Five Star Publications at info@FiveStarPublications.com the following information so we can develop your press materials – and you thought you were done writing when you finished the book!

- Send us a one-page biography.
- Describe your book in three paragraphs.
- Give us a list of organizations you belong to and include how long you've been a member, contact name, address, phone number and email address. Give us a line or two about the purpose of the organization.
- Compile a list of organizations and people you think will be interested in your book. Include as much contact info as you can. This list should include anyone you would like us to send a flyer, postcard or news release to, be they newspapers, colleagues, companies, anyone who may have an interest in your book. With each contact, tell us why they would be interested in your book.
- Give a two-part list of who you would like to review your book, along with as much contact as you can dig up. Part I of this list is people you know personally in some way – even if it's a distant acquaintance. Part II of this list is a wish list of celebrities, authorities, other authors, etc. On both lists, tell us why you think they would be interested in your book or why they might choose to endorse it – even if it's a stretch.
- Tell us which audiences you think your book targets. Who will be most interested in reading your book? Sci-Fi fans, doctors, mothers, etc.
- How do you plan to market your book?
- List any other books you've written or collaborated on.

In addition the above-mentioned info, we'd like you to answer the following questions to help us develop materials that mesh with your personality, as well as uncover a few gems the media might find interesting. Yes, some of these questions are quite silly, so have some fun!

1. Why did you write the book?
2. What's the one most important thing you want readers to get out of your book?
3. What makes you an authority to write the book you did?
4. List any challenges you had during the writing process.
5. How long did it take you to write the book?
6. If you were an animal, what animal would you be and why? (Yes, a silly question!)
7. If your book was an animal, which one would it be and why? (An even sillier one!)
8. Is there any personal story attached to the book or why you wrote it? If so, give up! Did something sad, funny, inspirational and/or touching happen along the way?
9. Why will readers like your book?
10. Why wouldn't someone like your book?
11. If your book is fiction, where do you get your ideas from? If it's nonfiction, discuss how you researched your work.
12. What are your hobbies when you're not writing?
13. What author would you compare your writing style to?
14. What book most closely resembles your own manuscript?
15. Where do you see yourself and your book 3 months from now? 1 Year? 5 Years?
16. Any other books up your sleeve? What are they?
17. Who supported you during the writing process and how?
18. Anything else about yourself or the book that is interesting, useful or just plain fun?