

**Q. When should I begin a publicity campaign?**

The ideal time to begin a publicity campaign is 2-3 months prior to a book's publication unless you need galleys mailed out, in which case, that should be done 4 months prior to publication date. This schedule allows enough time to write press materials, edit materials, build media lists and distribute press pitches prior to the ideal time for you to be conducting interviews. However, a campaign can be started after this point with strong success. Indeed many book publicity campaigns begin after the book's launch. The key to a successful book publicity campaign is continuous interviewing and branding, along with award nominations and speaking engagements.

**Q. Do you work with self-published authors?**

Yes, Strategic Vision has worked with self-published authors with great success in obtaining publicity. Among the places our self-published authors have appeared on CNN, HLN, FOX News Channel, FOX Business Network, ABC, MSNBC, CNBC, Bloomberg Television, the BBC, Oprah & Friends, WWOR, WGN, Texas Cable News, New England Cable Network, and in USA Today, the Wall Street Journal, the New York Times, Boston Globe, New York Post, Complete Woman, Woman's World, Redbook, Cosmopolitan, Dallas Morning News, EW, Vanity Fair, New York Daily News, Los Angeles Times, Christian Science Monitor, Men's Health, Bloomberg BusinessWeek, Smart Money, Associated Press, American Baby Magazine, Glamour, Forbes, All You Magazine, and many more.

**Q. If I have a publisher, how do you work with them?**

Strategic Vision has a great deal of experience in working with publishing houses and complementing the efforts of the in-house team. Our team coordinates publicity work with the publisher's team. We also keep the publisher updated on media results so they can alert sales teams. Indeed many publishers recommend authors working with an outside publicity firm.

**Q. How many books should I hope to sell?**

Publicity is designed to spur consumer interest in you and your product. Strategic Vision will not make any guesses on how many books you will sell. There are many variables at stake in this scenario, including how successful you are at being interviewed, if you have book distribution, and availability of book. Strategic Vision cannot guarantee sales. No public relations agency can guarantee sales.

**Q. How many interviews/ reviews will I get?**

No public relations agency can make no guarantees on media coverage since that is out of our control. However, if Strategic Vision agrees to represent you, you can be assured that our team will work diligently to secure a steady stream of media coverage for you book. Variables outside of our control include: what's happening in or controlling the news such as major disasters like Hurricane Katrina or terrorist attacks; the attitudes and likes/dislikes of the media; your interview skills; what else is on the market competing for the same coverage. Having said that, we have a

great deal of experience and success in creatively pitching to the media and have developed excellent relationships with a wide variety of media members, which results in media exposure for our clients.

**Q. In what ways are book signings and bookstore events beneficial?**

Book signings offer many benefits beyond book sales. They provide opportunities to meet readers and bookstore staff face to face. Creating a memorable impression with bookstore staff will encourage them to continue to sell the book long after your event. If your book is part of an active publicity campaign, bookstore events give the media an additional reason to schedule you for a show or article. Finally, one of the best reasons to participate in a book signing is to get your book through the distribution pipeline and into the store.

**Q. Can you schedule events at venues other than a bookstore?**

Yes. Event venues beyond bookstores may be appropriate for your target audience. We can schedule book signing events in libraries, schools, hospitals, churches, and any other suitable venues. We schedule speaking engagements also.

**Q. Do you do social media campaigns?**

Yes, Strategic Vision does social media campaigns. The venues we highly recommend are Facebook, Twitter, YouTube, Google+, and LinkedIn. However while social media is an increasingly important part of any book campaign, it must also include traditional media