

From: "Dina Barsky" <dina@smithpublicity.com>  
Subject: Book Promotion - Smith Publicity, Inc.  
Date: Tue, December 24, 2013 10:06 am  
To: [investigates@shanud.us](mailto:investigates@shanud.us)

---

Dear Shaun,

Thank you for contacting Smith Publicity. Congratulations on your upcoming book! Your story is no doubt an extraordinary one and something that others affected with ADHD and poplar disorder may be quite drawn to. The challenges faced by those who are afflicted is an intriguing theme to explore, along with the look at your life story. I would love to learn more about the book itself, as well as your goals for a publicity campaign so that we may see which service may be the best suited for the project. Have you also settled on a publication date at this point? In the meanwhile, I am providing some initial information below to get us started.

Since 1997, Smith Publicity has promoted more than 1,800 books/ebooks from every genre from New York Times best sellers to first time, self-published authors. We specialize in working with the media to create awareness about authors and their projects. It's what we do all day, every day. We thrive in creating tailored strategic plans for each author, using provocative and persuasive written materials to present to our vast network of media contacts. The ultimate goal is to secure as much media attention as possible for our clients to raise awareness, build (or continue to build) an author's credibility and brand, attract new opportunities and spark book-ebook sales. Here is some information to get you started.

An option we recommend for authors new to publicity is our publicity jump start campaign where we work with you for a six week period to begin to create a media buzz about your book. Here is some information to get you started.

#### Jump Start Book/Ebook Publicity Campaign

- \* Write creative and highly personalized press material about you and your book
- \* Aggressively pitch you and your book/ebook to selected local, regional and national print (newspaper and magazine), broadcast (radio and television) and online media outlets in geographic areas which can include the United States, Canada, United Kingdom and/or English-language markets
- \* Tie in news stories, trends, studies and statistics, when possible, related to your book to make it as easy as possible for producers, editors, reporters and bloggers to cover you and your book/ebook
- \* Distribute your book and press material to interested media, and schedule all media interviews
- \* Follow up with all contacts, leads and interest to encourage a variety of media placements
- \* Solicit a range of coverage which may include book listings/mentions/excerpts, feature stories and articles, trend pieces, author profiles, TV and radio interviews, blog mentions, and bylined article, op-ed and expert commentary opportunities
- \* Provide detailed written weekly updates so you know exactly what is happening with your campaign at all times

The price for our six week jump start campaign is a one time fee of \$5,500 to reach U.S. and Canadian media, \$5,900 for international outreach. At

Smith Publicity, we tailor each campaign to best fit your budget and goals. If you haven't, I invite you to visit our website and read through a sampling of our client testimonials:  
<http://www.smithpublicity.com/testimonials/>

It's important to keep in mind that a six-week campaign is designed to set the stage for exposure and get the ball rolling.<sup>2</sup> It is not a full promotional campaign. However, it can be an excellent way to start the publicity process, test the publicity waters,<sup>2</sup> get some momentum started, and lay the groundwork for exposure long after the six weeks is over, especially with print media. At the end of six weeks, clients either continue on with us in some form, or, we provide all press materials and a spreadsheet of media hits,<sup>2</sup> books sent, contact information, and contact information of media for follow-up and continued promotion on their own.

We are selective about the projects we take on; if we don't think we have a good chance of reaching and exceeding your goals, we'll tell you. If you are interested in exploring working with us, please send us the following information:

- \* Email the PDF/Word file of your book or sample chapters; you can also send a copy to our New Jersey office, address below
- \* Publisher
- \* Publication date
- \* Your background
- \* Geographic areas of interest (local and regional market, US, Canada, UK and/or English-language international)
- \* Overall goals/target audience for your book

Thank you again for your interest. I look forward to hearing from you and answering any questions you may have.

Regards,  
Dina

-----  
Dina Barsky  
Publicist and Sales Associate  
SMITH PUBLICITY, INC.  
(856) 489-8654 x319  
[Dina@smithpublicity.com](mailto:Dina@smithpublicity.com) <<mailto:Dina@smithpublicity.com>>

NEW JERSEY . NEW YORK CITY . LOS ANGELES . LONDON  
Mailing Address: 1930 E. Marlton Pike, Suite I-46 € Cherry Hill, NJ 08003

---

**Attachments:**

<b>untitled-[2].html</b>	
Size:	8.6 k
Type:	text/html

---