

Title:

How To Get A Reporter's Attention For Your Book

Word Count:

785

Summary:

Reporters are busy people. On any given day they are fielding dozens of phone calls, making ca

In my 15 years as a magazine journalist I've fielded hundreds, if not thousands, of such calls

Keywords:

Article Body:

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1.) Ask If the Reporter Has Time to Speak to You

Make "Is now a good time?" the first question you ask when you get a journalist on the phone.

2.) Understand This: The Fact That You Wrote a Book is Not a Story!

You may have written the best book in the world, but unless you're Stephen King turning to pul

3.) Connect to a Story Already in the News

When promoting your book you should be reading the newspaper and watching the news (local and

This can work for novels as well. Alice Sebold's *The Lovely Bones* is an exquisite book in its

4.) Ask What the Reporter is Working On

If the reporter isn't interested in your story, don't just cut and run. Engage the person in a

One last note: Always follow up on the press releases you send out. You might be thinking, "We

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