



June 27, 2018

Daniel DiFranco

Panic Years

Prepared by Sandra (Sandy) Smith

SERVICE Deliverables

STRATEGY OVERVIEW

Smith Publicity Experience

Since 1997, we've promoted thousands of clients from *New York Times* bestsellers to first time self published authors

Our passion is making good things happen for our clients

Team Approach

Clients are assigned a seasoned, lead book publicist, backed by a seasoned genre leader, and team brainstorming ideas and sharing media contacts

Ongoing Communication

Weekly written update
Weekly check in calls
Regular team strategy calls

Network of Media Contacts

Personal media contacts developed since 1997, plus professional local national, and international media database

Media Coverage May Include

Articles, feature stories, book reviews, recommendations, excerpts, blog posts, byline articles, op-ed pieces, television podcast, and radio interviews, trend pieces, expert commentary, etc.

At the End

Based on campaign results, we may suggest options to continue on full or part time basis

When the campaign ends, we share list of interested media contacts for clients to continue building relationships

Goals

The focus of this campaign is to build awareness for *Panic Years* and your author brand with targeted media, blogger and book reviewer outreach.

We will guide you through author-led initiatives, including support on building your Goodreads author profile, while we pitch you and *Panic Years* to our longtime network of book interested media.

Audience

We have a well-defined target audience of readers interested in music, indie bands, aspirational careers, which gives us a solid audience to tap into over the course of your campaign.

Media Outreach

U.S. and Canada national, plus local and regional print, broadcast and online outlets.

Publicity Team

Campaign day-to-day implementation handled by experienced fiction book publicist, overseen by the Executive Director of Publicity, with support of the president and CEO, as well as other publicists for brainstorming and strategy development.

Campaign Length & Timeline

We recommend launching a four-week campaign roughly one month prior to the publication date, in your case July 16 through August 10.

Fees

\$3,200 per month, plus postage

What We Need to Get Started

- 40 of your book for media request/review
- E-pub, mobi, and PDF files of your book (if available)
- Author photo and cover artwork
- Completed author questionnaire
- Involved, motivated author!

INTRODUCTION

Daniel, I enjoyed talking with you today! Your author brand is in *excellent* shape with an appealing and updated website, active Facebook and Twitter platforms, solid book blurbs, and an upcoming *Foreword* review. We'd welcome the opportunity to help you gain visibility for *Panic Years* as you continue to build your author brand. The goal for this visibility is to spark book sales and set the stage for potential future agent and publisher interest.

As we discussed today, please know a four week campaign is just the beginning. For example, you likely won't see many reviews published during these weeks as it takes time for people to be "pitched" the book, and then receive a copy, decide if they are interested in reviewing it, read the book, write the review and finally, if willing, to post a review. At the end of our time together, we will pass on media contact who expressed interest in you so you can continue the important follow up work to encourage coverage. This also gives you a solid list to contact for your next book.

PUBLICITY TIMELINE/MEDIA PLAN FOR YOUR BOOK

With your book's availability to buyers slated for August 15, we recommend beginning your campaign in July 16. Campaign Rollout:

- You are assigned an experienced fiction book publicist who holds an initial strategy call with you at the beginning of the campaign to discuss *Panic Years*, your goals, and details of the author questionnaire we ask you to complete before starting. We'll also explain your campaign roll-out plan and answer any questions you may have.
- Your publicist writes one press release combining information from your book and details about your background and/or qualifications and inspiration for writing the book. The release first goes through our internal review process before it is submitted to you for your review and approval. Again, we want to make sure we are accurately representing you and your author brand when interacting with our media contacts. We may take direct quotes and wording from your questionnaire to use in the release, as you are the expert on you and your book.
- Combining the information from your author questionnaire with our recommendations, your publicist creates a list of 10 appropriate contacts at high priority media outlets, and proactively mails each of them a review copy of *Panic Years*, a personalized cover letter, and your press releases. The outlets targeted in this send are those that we believe should have a natural interest in your book.
- If you share your ebook files (PDF, ePub and/or mobi), we will place your book on NetGalley, a platform where 380,000+ librarians, educators, booksellers, bloggers, media, and reviewers can download an electronic copy of *Panic Years* for potential review, recommendation or coverage. It's a great way to quickly give key influencers access to new and forthcoming fiction titles. While we are able to easily upload most PDFs and ePub files to NetGalley, some graphic heavy projects may be too large to be shared on this platform.
- As you review the press release drafts during the first week of your campaign, your publicist will audit your current presence on Goodreads and provide a formal consultation on how to begin to build and/or enhance your presence on the platform.
- Once your press releases are finalized, your publicist strategically and aggressively pitches you and your book to U.S. and Canadian media or U.S., Canadian and select English language media—magazines, newspaper, online, radio, and podcast outlets—to generate interest and opportunities. We'll talk with you about pitching the local Philadelphia television outlets, but please know this area is one of the highly competitive media markets.

- When media is interested, we organize and arrange all media opportunities. When we “pitch” we contact targeted media with the author’s information and story ideas, basically presenting them with why you and *Panic Years* will be of interest to their readers and audiences. When a media outlet is interested, we call this a “hit” and we follow up by mailing them a copy of your book and press material. Then, we systematically follow up to encourage coverage, or a “run.”
- The campaign will evolve as we explore various pitching angles and gauge media and reviewer reaction to you and *Panic Years*. Throughout your campaign, we research and incorporate, when possible, breaking news stories, editorial calendars, seasonality events, awareness months, etc. that tie into the themes in your book and/or your background and message.
- Once a media contact has expressed interest in you and your book, our next role—persistent yet professional follow up—begins. As media interest builds, following up plays a greater role with the goal of converting initial interest to coverage. Many media contacts receive large numbers of pitches each day, so “reminding” them of your book and or story/interview suggestions can make the difference.
- You and your contacts as Tailwinds, if you’d like, will receive a written weekly update on activity, results, and plans. We also like to talk with you each week to review strategy, results, brainstorm ideas and encourage you to ask questions and share feedback!
- We strongly encourage you to retweet, post, and share media coverage in order to amplify the media placement, and to thank/include, where possible, the media outlet and any person you interacted with (host, editor, producer, etc.).
- Throughout the campaign, your publicist continually brainstorms with our Executive Director of Publicity and our entire team of publicists for ideas on angles, opportunities, media contacts, and strategies to help maximize exposure for you and *Panic Years*. We evaluate the effectiveness of activities, and the quality and quantity of media hits, and strategically plan pitches accordingly.
- Toward the end of the campaign, internally we discuss the overall campaign results and, if recommended, present you with options for the next stage of the campaign on a full or part time basis.
- At the end, we send you a list of all the media contacts who expressed interest so you can continue outreach to encourage coverage. We will also forward to you, indefinitely, any new media interest. We want your investment with us to last long after our time together has ended.

Note: The Four Week Fiction Promotion Service is not a full book promotion campaign; it is designed to start generating media interest. Continued follow up is recommended after the contract is over. It is important to understand that working within a four-week time frame to implement this campaign, it is likely, in fact probable, that results of our efforts will likely not be “tangible” within this time period. Especially when dealing with print media’s longer lead time, if we are successful, coverage and therefore book sales may not appear until after several months.

Book publicity is one part of creating awareness for a book. We are the matchmakers—we present your book to targeted, long time media contacts, plus individuals from our professional database of over one million media contacts worldwide. In the end, it’s up to them if, and when, they decide to cover your book. Your book is the centerpiece of their decision. This is why there are no guarantees for media coverage. However, we guarantee we’ll work incredibly hard to find contacts suited for your project. We are passionate about what we do and it shows! We become your partner, helping you build recognition for your name and work.

EXPANDED DETAILS OF PROGRAM ELEMENTS

Working with Your Team/Publisher

When partnering with an author, if you'd like, we can talk to your publisher (usually the publicity, marketing and/or sales contact) and any other industry professionals (social media firm, speaking agent, publicist, etc.) in advance of starting our work together to see what initiatives they are undertaking, and where we can best collaborate with the goal of maximizing exposure for the author.

We welcome collaboration! After we begin, we will share our weekly written updates with any contacts you like on the publishing team, usually publicity and book distribution contacts. We also invite other team members to join in our strategy calls with you. In our calls/updates, they will see what we did, the results, and plans for the next stage. This way they can share their ideas, feedback, and ask questions. Of course, we want to hear the progress of any initiatives they are undertaking, too.

Your Experienced Fiction Book Publicity Team

You have a team working on your account. The center point is your experienced fiction book publicist, who is your day-to-day contact throughout your campaign. Your book publicist "pitches" the media on your behalf, schedules opportunities, works closely with you to develop strategies and angles, and answers any questions you may have. You also have the benefit of a dedicated and experienced management team, led by our Executive Director of Publicity. We hold regular strategy team meetings where we share ideas, news items, and media contacts to help generate as much exposure as possible.

NetGalley

By making *Panic Years* available for request on NetGalley, your book will be promoted to the powerful NetGalley community of over 380,000 highly engaged book advocates. In addition to creating a title listing for *Panic Years*, we will also explore additional promotional opportunities on the platform for your book – all of which are nomination-based, meaning selection of your book is, ultimately, at NetGalley's discretion. Among the additional promotion opportunities NetGalley offers that we will explore submitting your book for are:

- Cover Love series inclusion (where NetGalley highlights some of their favorite book covers – along with the most loved cover on the platform, according to votes from NetGalley members)
- Homepage Placement (each week, six lucky books are chosen to appear on NetGalley's homepage – and yours could be one of them!)
- Category Spotlights (highlighting your book in its appropriate genre category to maximize impressions, requests and downloads from NetGalley members)
- Featured Placement (NetGalley features several books each week based on an editorial calendar that includes themes such as 'Debut Authors,' 'Fall Fiction,' 'Teen Read Week,' and more)

While all NetGalley promotions are nomination-based and inclusion is not guaranteed, some of these additional placements do come with a slight fee when secured (\$85-\$100). Any associated fees you agree to related to enhanced NetGalley promotion of *Panic Years* can be deducted from your postage retainer.

Goodreads

Goodreads is the world's largest social networking site for readers and, when used correctly, can be a powerful marketing tool for the savvy novelist. In the first week of your campaign, after your publicist has created the first drafts of your press materials, if you're interested, we will audit your current presence on Goodreads and provide consultation on how to begin building—or enhance—your presence on the platform. If you're interested, your publicist will also work with you to coordinate a Goodreads Giveaway for *Panic Years*. Goodreads now charges a fee for giveaways.

Weekly Updates and Ongoing Telephone Communication

You will receive with written weekly updates detailing activities, results—a cumulative list of media opportunities and each status—and plans for the following week. We also offer weekly or every other week calls, based on your preference, to brainstorm media angles, review progress, and answer any questions you may have. We encourage any teams involved in your work, from marketing, social media, literary agent, publishing and/or book distribution contacts to receive our updates.

WHAT HAPPENS AT THE END: THIS IS JUST THE BEGINNING

Smith Publicity is very different from most publicity and public relations agencies in how we treat clients once their campaigns have ended. When the campaign ends, your publicist will hold a consultation wrap-up call to address any questions you might have and to provide tips to carry on your self-promotion efforts moving forward. You will then receive an informative 'Tips for Continued Success' kit which details industry tips to help you continue to build awareness for your book.

Four weeks is just the beginning of building an author brand. At this stage, you will have a list of all interested media and likely will be waiting for some outlets to review your book or to decide if they will be covering your book. After we have completed our outreach, you need to actively follow up with interested media while continuing to interact with your reader community. It takes time for you to build your author brand. Having your tailored list of interested media, and this wrap up call with your publicist, will help you continue the important steps we've begun.

Finally, even after your time has ended, we will still pass on to you all media inquires we receive from our pitching. We often hear from editors, freelancers, bloggers, etc. weeks, months or even years after our initial contact. Most agencies do not share this information or continue to pass along media interest. Again, we want your investment with us to last long after our time together is complete.

WHAT WE'LL NEED FROM AUTHOR AND/OR PUBLISHER

- Initially, 40 review copies for a four-week campaign for media requests and targeted mailings. Please send books to our New Jersey office.
- We will need the author to complete an author questionnaire (must be typed and sent as an attachment) before the campaign begins. This includes questions on author availability for interviews/calls from media.
- We will need the list of information to upload your book to NetGalley.
- An email address for the author or the person who is scheduling interviews to check throughout the day.
- High quality JPEG or PDF files of the cover of the book, any video clips the author may have of past interviews or speaking engagements, and author photo for media requests.

TERMS AND FEES

- Four-week contract, one time fee beginning July 16, 2018 through August 10, 2018 and is renewable at that time at both parties' discretion.
- Payment due one week prior to starting.
Payment schedule:
 - \$3,600 due July 9, 2018 (\$3,200 plus \$400 postage retainer)
- Fee does not include cost for postage. You will be charged \$400 postage retainer. At the end of your time with us, we will either remit you a credit for unused postage or invoice you for final postage due.
- Optional: \$119 for what Goodreads charges for giveaways
- Should there be any remaining review copies at the end of the campaign, you have the option to donate the books to charity or have them returned. If you request the additional books be sent back, they will be shipped at your expense.
- Fee includes all phone expenses.
- Smith Publicity accepts payment by check, credit card or bank transfer. For clients outside of the U.S., Smith Publicity accepts payment by credit card or bank transfer.
- Fees will be honored one year from today's date.

STIPULATIONS

- Smith Publicity, Inc. must receive verbal or written permission/approval from Daniel DiFranco prior to distribution of any promotional materials. While your press release is the approved foundation of the campaign, a publicity campaign is fluid; requiring multiple pitching angle introductions, which you may not see.
- In order to begin, we need payment, completed author questionnaire, signed agreement, and 40 copies of your books sent to our New Jersey office for mailings to media.
- The payment schedule is firm and binding. If payment is not received by three days past the due date your account will be placed on hold until payment has been received.
- 90 days after the campaign has concluded, if the client has not responded to email or phone follow-ups with indication of plans for any remaining review copies (ship back or donate), remaining review copies will be donated to a select charitable organization.
- Travel expenses for any media opportunities incurred are the responsibility of the client.
- There is no guarantee of media coverage or book sales.

Signed _____ Date _____
Dan Smith, Smith Publicity, Inc.

_____ Date _____
Daniel DiFranco

Please initial and date each page, sign last page, and return to Smith Publicity, Inc. via mail, scan and e-mail, or fax to **856.504.0136**.

Testimonials

Daniel, I wanted to share a few testimonials with you.

“Smith Publicity helped me launch my book in a way that never would have been possible had I not found them. They are standouts among other publicity enterprises, and I could sense this from my very first contacts with them. They know the business, they take on tough cases (mine, for example!), and they get results. They also gently led me into the world of social media, which I had previously adamantly eschewed, and converted me into an adept user of, and true believer in, Instagram. **If you’re wondering whether Smith is better than those other publicists you’re considering, assume they are!**”

Cynthia Robinson, author of *Birds of Wonder*. Cynthia is a writer and art historian based in Ithaca, New York. Her short fiction has been published by *The Arkansas Review*, *Epoch*, *The Missouri Review*, *Slice*, and others. She is Mary Donlon Alger Professor of Medieval and Islamic Art at Cornell University

“I had the pleasure of working with a Smith publicist on my debut book launch this summer. Since it was my first book, I didn’t know what to expect from this experience—and, predictably, I was extremely anxious. **My publicist addressed so many of my concerns with kindness, and her exciting and creative plan for launching the book exceeded all of my expectations.** She was gracious, reassuring, and knowledgeable every step of the way on a very nerve-wracking journey. I’m so grateful for her expertise, overall thoughtfulness, and friendship.”

Natalka Burian, author of *Welcome to the Slipstream* (Simon Pulse, a teen imprint of Simon & Schuster) Natalka Burian received an MA at Columbia University, and completed workshops at Sackett Street and Catapult Books. She is the co-owner of the bar Ramona in Brooklyn. *Welcome to the Slipstream* is her first novel.

“Publicity is a long term project. An author may never know if the ROI will pay off. What I can say for certain is that Smith Publicity service was great. My publicist returned phone calls and emails in a timely way. I was kept up to date on all her efforts which were comprehensive and well targeted. **She got me some high profile placements that I hope will pay off over time.** She was cheerful, patient, and supportive. Our initial contracting process was easy and Smith Publicity designed a campaign to suit my budget. I would work with them again.”

Ellen Kirschman, Ph.D., is the author of *The Fifth Reflection*. Ellen has been a police psychologist for thirty years. She is the recipient of the California Psychological Association’s award for distinguished contribution to psychology as well as the American Psychological Association’s award for outstanding contribution to the practice of police and public safety psychology. Ellen is the author of the award-winning *I Love a Cop: What Police Families Need to Know*, *I Love a Fire Fighter: What the Family Needs to Know*, and lead author of *Counseling Cops: What Clinicians Need to Know*. Her works of fiction feature amateur sleuth Dr. Dot Meyerhoff, a police psychologist who should be counseling cops, not solving crimes. *The Fifth Reflection* is the third in this acclaimed series.

“**In our opinion, Smith Publicity was largely responsible for...our sold-out edition;** not an easy task with a specialized and expensive book...Our publishing company had worked without external publicists in the past, but this new book created a unique challenge, as a very high-quality and expensive Limited Edition. For many months, we researched the options, and Smith’s proposal was far beyond anything else offered to us. Once the campaign was in progress, it was effortless for us, with truly rewarding results in media interest, sales, and public response. Smith Publicity reached major national TV outlets, international media, print large and small, and literally massive web results. We look forward to future work with the Smith team. Many thanks!”

Brian Kehew, Curvender Publishing, *Places I Remember: My Time With The Beatles*, by **photographer Henry Grossman and Sir Paul McCartney**. Best known for his classic contributions to publications such as *Time* and *LIFE*, most are unaware of Grossman’s long and productive relationship with the Beatles during the 1960s. For over four decades, the vast majority of his Beatles archive (which tops a staggering 6,000 photographs) has been tucked away, awaiting rediscovery. Now, for the first time ever, over 1,000 of these images — most of which have never been published — are finally being made available in *Places I Remember*. The collection is unprecedented in its scope and intimacy.