Cindy Tomamichel

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The Organized Author

Help documents: Publicity kit

# Press Release

* + Book one liner – an attention getting heading.
  + A paragraph about the book – or the back cover blurb.
  + A cover image.
  + Specific sell points

# Photographs

Yourself and have a labelled high resolution one if requested.

# Biography

Use your 100 word biography

# Social media and contact information

Your most used and popular – but Amazon author page, website and or Facebook page.

# A sample list of questions and answers.

# Sell Sheet

One page of book details, plus cover. Include title, author, publisher and date, ISBN, price and number of pages, and formats -ebook/paperback etc. Add in your blurb, and a list of where it is available. If you have space, add in the best review.

# Book Excerpt

Don’t forget the buy links at the end.