



Media Kit Worksheet

Congratulations on your book! We would like you to answer the following questions to help us develop marketing materials that mesh with your personality and uncover a few gems the media might find interesting. Yes, some of these questions are silly, so we encourage you to have some fun!

- Submit a one-page biography (Don't worry about it being perfect—our copywriter will add polish!)
- Describe your book in three paragraphs.
- List any other books you've written or collaborated on.
- Provide a list of organizations you belong to. Include contact name, address, phone number, email address, and how long you've been a member. Write a line or two about the purpose of the organization.
- Compile a list of organizations and/or people you think will be interested in your book. Include as much contact info as you can. This list should include anyone you would like us to send a review copy of the book, or the media kit or pitch letter to—newspapers, magazines, colleagues, businesses, etc. With each contact, tell us why they would be interested in your book.
- Create a wish list of anyone you would like to have review the book. This list should include people you know personally—even if it is a distant acquaintance—celebrities, subject-matter authorities, other authors, etc. Mark the ones you have a personal connection to. Explain why you think they would be interested in your book or why they might choose to endorse it—even if it might be a stretch.
- Who is your target audience? Who will be most interested in reading your book? (e.g. Sci-Fi fans, doctors, mothers, teachers, etc.) Explain why.
- How do you plan to market your book?

- Why did you write the book?
- What makes you an authority on the subject of your book?
- What's the one most important thing you want readers to get out of your book?
- Why will readers like your book?
- Why wouldn't someone like your book?
- List any challenges you had during the writing process.
- Is there a personal story attached to the book or reason why you wrote it? Did something sad, funny, inspirational and/or touching happen along the way? Explain.
- If your book is fiction, where do you get your ideas from? If it's nonfiction, discuss how you researched your work.
- How long did it take you to write the book?
- Who supported you during the writing process and how?
- What author would you compare your writing style to?
- What book most closely resembles your own manuscript?
- If you were an animal, what animal would you be and why?
- If your book was an animal, which one would it be and why?
- Where do you see yourself and your book three months from now? One Year? Five Years?
- Do you have any other books or projects up your sleeve? If so, what are they?
- What are your hobbies when you're not writing?
- Share something about yourself that might be interesting, useful, or just plain fun!