

# **MARKETING YOURSELF AS A *FREELANCE* WRITER**

**E. Lucas-Taylor**

**Thousands of Writing Resources  
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## Chapter 1

### **FIRST STEP: CREATE A MEDIA KIT – “How-To”**

A **Media Kit** tells prospective publishers who you are and what you have done and what you have to offer. It is your silent sales pitch about your qualifications to write. If you are a writer of any caliber or persuasion, no matter what you write, you will need a Media Kit. If you don't already have a Media Kit, they are easy to do, especially if you have a good PC printer, which will save you a bundle in printing costs.

A Media Kit is a compilation of information about you, your book, any of your writing skills to provide to the media. Your media kit supplies “the media” with information they will need to write a story or conduct an interview about you and/or your book or writing. It also provides potential editors with information they need for their publication. Basically, it's a writer's resume or vita, with writing and publishing history and awards, and current projects you are working on, clips of writing, reviews, etc.

Your primary goal in producing your media kit is to ensure you've made the media person's job easier. A Media Director should be able to find all important and necessary information in one place without having to do any further research. Your media kit is something that can be filed with the media for future reference. It's also important to ensure your work is presented in the most professional manner possible and slanted the way you want to be noted and remembered as a writer. Make your Media Kit stand out from the rest, up to date and professional looking. Add material as you grow in your writing profession.

If you have several book titles, or substantial freelance work, you should create a **Corporate Media Kit**. A corporate media kit incorporates everything you have to offer. You can highlight the title you are currently promoting in your news release, but by including the rest of your information, it allows the media to be as thorough as possible in an interview. It also gives the media a variety of different story angles to work within an interview, especially when you will be interviewed many times over your writing career.

Your aim in producing a proper media kit is to provide all of the key information that the media requires should they choose to write a review of your work, or when you are booked as a guest on a TV or Radio show. A media kit also gives YOU information— at your fingertips, which you personally can extrapolate from when you query or pitch or submit work to a publication.

### **ELEMENTS EXPECTED IN A MEDIA KIT:**

**Provide a Table of Contents:** Media persons are extremely busy, are most often under strict deadlines, receiving piles of information every day to extrapolate and disseminate from many, many sources. For this reason, you want to make it easy for them to find information about you they need, quickly and easily

**What Makes Your Writing Unique?:** This is your opportunity to express the significant benefits or uniqueness of your work. Identify your market, whether a book or freelance work, or if you specialize in your writing for a certain market. Explain who will benefit from the information presented in your writing.

**Author Biography:** This is the story of you, 250 words or less (one page, less is better), your background, and how you came to be where you are today. (Some publications ask for 50 words maximum.) Be open and honest about your accomplishments, abilities, knowledge and talents. Write your bio in the third person, making it much easier to tout your assets. Most people underplay their achievements. Here you can shine. Have several bio lengths ready.

**Book Information:**

This page is where you should list all of the pertinent details about your book(s), if you are promoting books along with your freelance writing.

**Title:** including subtitle if there is one

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**Number of Pages:** \_\_\_\_\_

**Photographs:** number and whether or not they are in color

**Size of book:** in inches [ex. 7 X 9] including the type of binding and the width of the spine

**Bar Coded:** yes or no if it has one

**Price:** \_\_\_\_\_

**NOTE:** Include a color copy of the front of your book jacket or an actual book jacket if your publisher can supply you with overruns. Otherwise have them professionally copied (reduced to ½ ) to get the highest color quality.

**If you are a freelance author:** This page is where you list titles of articles and publications and dates published. If you have books published, they can be listed here, too.

**Frequently Asked Questions (FAQs):** In this section of your media kit, design a list of questions you would like the media to ask you (should you be interviewed) in order to explain what your book or writing is all about, and why someone would want to buy your work or read it. Keep in mind some of your media reviews or interview questions may be based on direct quotes from your FAQs, so write questions giving you the opportunity to describe the benefits of your book.

**A few sample questions are:** Why did you write this book? Why do you write what you write? How long have you been writing? Who is your intended audience? How does this

book/writing benefit the reader? Do you like to do book signings to meet your readers? Do you have a set schedule for writing? What advice would you give to someone who wants to write? Who is your favorite author? What types of books do you like to read? How does your writing "work day" begin?

**Endorsements:** Endorsements from high profile individuals and those with strong writing (or whatever) credentials can be extremely effective in portraying the message your writing was founded on reliable, accurate information. Review clips are important. They are short positive blurbs taken from a full review, including the name of the reviewer and the review publication/website. Be prepared to answer the question: "Have you ever had a negative review?"

**Promotion:** This section will be a list of all of your reviews or media appearances arranged in chronological order starting with the most recent at the top of the page. Here you can also list any ongoing promotions you are involved in with any media or company, if you are doing so. You should also mention any media currently being planned. If any media have agreed to, and/or are planning on reviewing your book/writing in the near future, you can incorporate those specifics here as well. It provides copy. Copies of any media exposure you have received in print can be incorporated into your media kit as well, and is another way to increase the credibility of your writing.

**News Release:** This is the most important element of your publicity and promotions campaign because it is the initial piece you will send to the media and the one you use to grab their attention and persuade them to do a story about you, or to mention your writing. Your news release must have a "hook", something that captures the reader's attention and convinces them to want to learn more. A news release should offer a potential story to the media. In many cases (if a book) your publisher can supply you with one. You can also find excellent ones at: <http://www.usnpl.com> has names and addresses of newspapers across the U. S., plus links to their Websites, and <http://www.midwestbookreview.com/links/magazine.htm> newspaper media list.

**BUSINESS CARDS and BROCHURES:** (a must) Include 2 business cards minimum, and a brochure if you have one made up. If not, think about doing one for yourself. They are easy to do with card stock paper and a good printer, using 3 columns, front and back, with one section blank for a mail campaign.



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