



SMITH
PUBLICITY^{INC.}

**Book Promotion and Consulting
Helping Authors, Experts, and Publishers Since 1997**

Capabilities Deck 2021

Authors Write Books. We Tell Their Stories.

The Challenge?

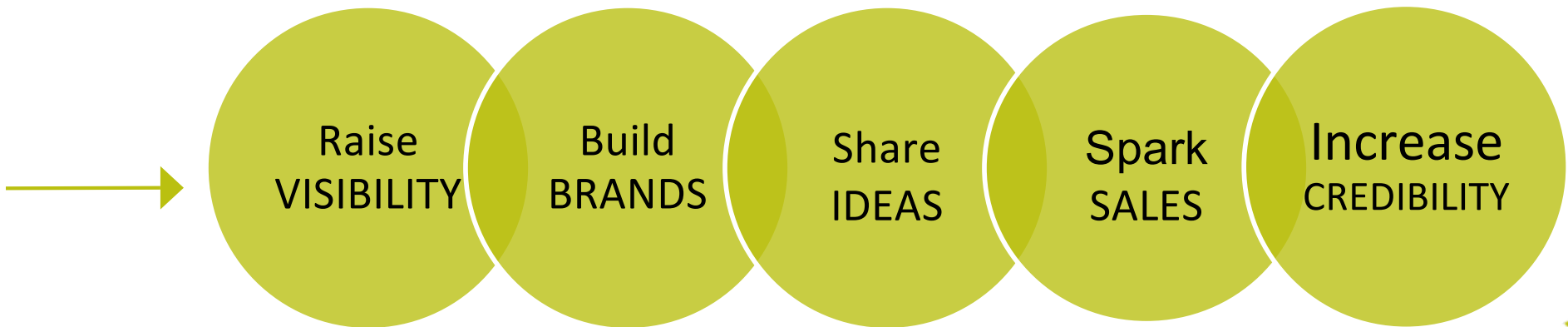
Each week, thousands of books are published in the United States alone.

How can authors, books, and publishers stand out, get noticed, and share their passions?

We Make Clients Newsworthy!

The Solution

Smith Publicity's passion is strategically collaborating with authors and publishers to offer **full-service book promotion and consulting solutions**. We use the media as a conduit to get authors, their books, and messages press coverage to:



Smith Publicity by the Numbers

225+

Years of team experience

75,000+

Media placements worldwide

Smith Publicity team at BookExpo America



Smith Publicity author
Lisa Canning and
Hoda Kotb



Smith Publicity client Laura Gassner
Otting

24

Smith Publicity years in business

4,000+

Books promoted

200+

Industry partners

Our Clients

Publishers



**Non-Fiction
Authors**



**Business
Authors**



**Fiction
Authors**



**Special Genre
Authors**



Publishers

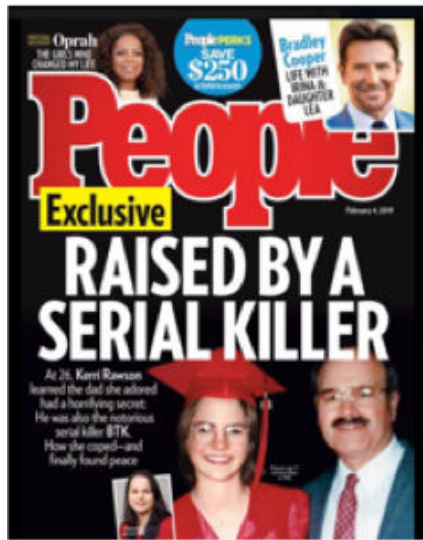


Publisher Consultation Services

We are uniquely experienced for short or long term strategy support

Smith Publicity consults with publishers of all sizes to:

- help them define their brand and audiences
- select key titles to promote
- advise them on the latest book publicity tactics and target media outlets
- strategize publicity timelines and marketing plans for short or long-term single title, multi-title, or catalogue publicity campaign
- function as their in-house marketing and publicity team, with option for flexible project retainer plans
- build visibility for a press's brand through publishing industry news
- map out editorial calendars for publishers to maintain consistent social media, newsletter, and blog content distribution in effort to boost brand awareness
- recommend Smith Publicity to authors hiring their own publicist



New York Times bestselling author Kerri Rawson's book *A Serial Killer's Daughter*

Also on Good Morning America, 20/20, The View, Dr. Oz, Dr. Phil, FOX, E!, Esquire, Cosmopolitan

Publishers



Publicity Services for Publishers

Smith Publicity:

- helps manage author expectations
- leads media outreach, with short-term and long-term campaign options
- offers Advance Reader Copy support
- coordinates author media opportunities
- communicates progress with written weekly updates and team calls



GoodKnight Books, Smith Publicity publisher client since 2013

Publishers



BLACK SPOT BOOKS

“As a new small press publisher eager to carve a niche in a busy publishing market, hiring Smith Publicity has been an integral part of our success and instrumental in how we have brought our titles into the market. We are grateful and lucky to have worked with the entire Smith team!”

Dr. Lindy Ryan, Owner & Publisher, Black Spot Books

Praise from Publishers



Deborah Arca, CBP/Chalice Press

“Smith Publicity...exceeded our expectations by securing our author interviews on national media including Today Show, MSNBC, and CBS This Morning. We’d absolutely hire them again!”

For Such a Time as This by Rev. Sharon Risher

Featured in/on Today Show, MSNBC, CBS This Morning, Elle, People, WAMU’s 1A,, Foreword Review, The Washington Post, The 700 Club



Brian Kehew, Curvebender Publishing

“Smith Publicity was largely responsible for our sold-out edition; not an easy task with a specialized and expensive book. Thank you! It's been a huge success, and actually a better than we could imagine.”

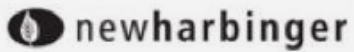
Places I Remember: My Time with the Beatles by Henry Grossman, foreword by Sir. Paul McCartney

Featured in/on CNN, People, LA Times, Rolling Stone, CBS This Morning, BBC, FOX News

Publishers



Sampling
of Smith
Publicity's
Publisher
Partners



Since 1798



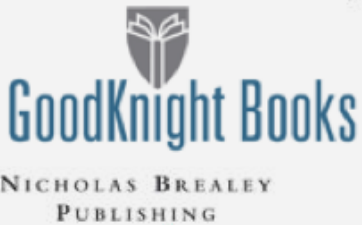
Morgan James PUBLISHING



Harvard Business Review



WILEY



Penguin Random House



GREENLEAF BOOK GROUP



Yale UNIVERSITY PRESS

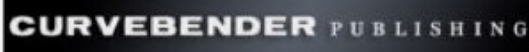
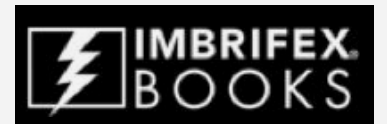
HARPER COLLINS LEADERSHIP



CAMBRIDGE UNIVERSITY PRESS

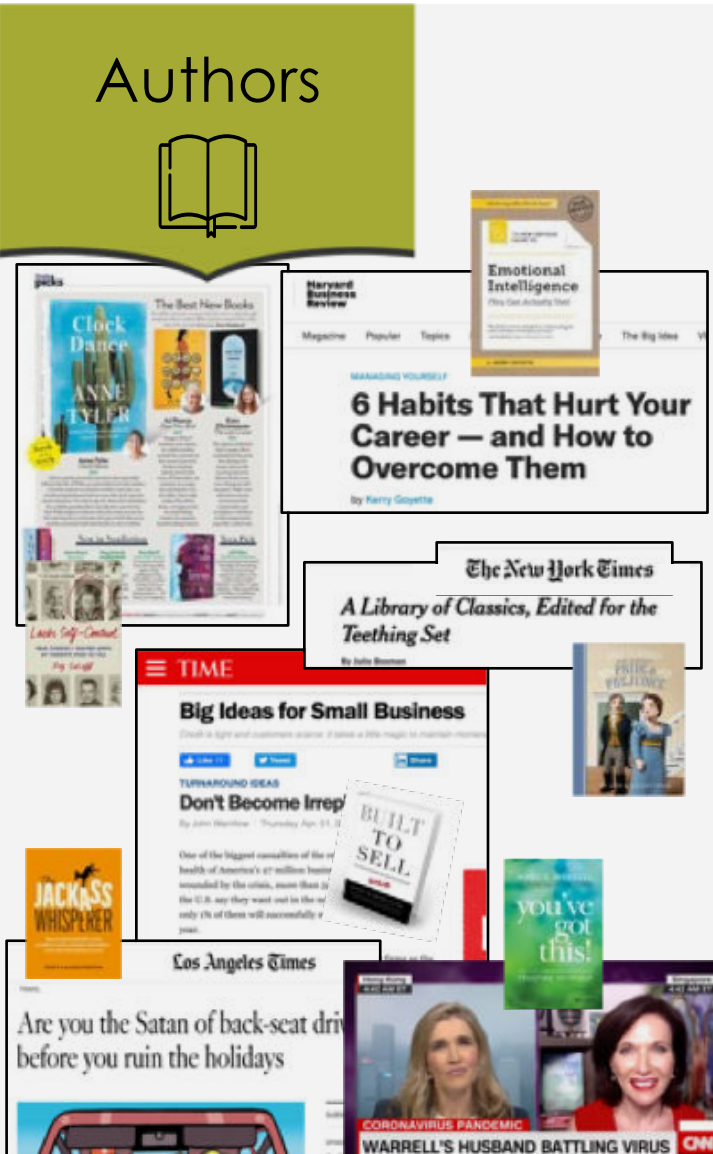


Duncan Baird Publishers



PIE International

Authors



Author Consultation Services

Expert Advice, Guidance, and Planning

Before media outreach begins, we often partner with authors to help them shape their online presence and provide guidance on decisions during the publishing process. The goal is to have an author brand ready for media attention and their marketing strategy and messaging mapped out, plus guide authors on initiatives they can execute to increase visibility for their book and brand before the book launch.

Network of Professionals Supporting Authors

When needed, we recommend highly vetted resources with expertise servicing the publishing industry including website designers, social media experts, digital marketing teams, lead generation and content experts, hybrid publishing options, and video and photography professionals.

Authors



What is book publicity?

Using the media as a way to build awareness about an author, book, and its messages.

Why authors hire publicists?

Identifying target and impactful media outlets, crafting compelling pitches to showcase why their audiences should be interested in the book or author, and guiding the author through the process of successfully achieving and showcasing media coverage.

How authors benefit from publicity?

Increasing visibility to entice target audiences to want to learn more about the author and their work, and building credibility that comes from being part of the news with “earned” coverage, which differentiates publicity from paid advertising.

Our clients report media attention helps to:

- spark book sales
- build author, expert, and thought leadership brand or business
- attract new clients, fans, followers, newsletter and blog audiences, and speaking and writing opportunities
- launch a book series, webinars, podcast and other extensions of an author’s brand
- authors educate, give back, and share their passions

Smith Publicity client since
2015, Melissa Gonzalez

Forbes

EDITORS' PICK | 10,731 views | Feb 4, 2020, 56:19pm EST

5 Retail Trends That Will Shape 2020 And Beyond



Karin Elder Senior Contributor @
ForbesWomen



Melissa Gonzalez, Founder of Lion's Esque Group, Photo Credit: Chiara Mezzola, CAM Studio - photo credit: CHIARA MEZZOLA, CAM STUDIO

Types of Media Smith Publicity Pitches



Print

Magazine
Newspaper
Trade Journals



Broadcast

Television
Podcast
Radio



Digital

Online
Blog



Genre Influencers

Examples of how books and authors are featured in the news

- book reviews, recommendations, and excerpts
- book round-ups and listicles
- interviews
- feature stories and articles
- expert commentary
- Q&As
- blog posts
- byline article, op-ed, and contributor pieces
- live virtual events, and social media and online streaming opportunities

Geographic market options

- local and national outlets in the United States and Canada
- English-language international media regions

Onboarding Our Authors

We take great care in getting to know potential clients to make sure we are a strong fit for one another

1

Before we take on a project, we hold in-depth discovery conversations to learn about the author, book, topic, expectations, and media trends for the genre

3

We then prepare a comprehensive proposal for the author to review, which includes our detailed strategy, timeline, fees, and case studies from projects with similar topics or goals

2

If we think we can help, we brainstorm strategies and timelines with our team, research competitive titles and media outlets and contacts

Flexible Timeline Options

We design campaigns based on goals, budget, and media requirements

Common book publicity timeline examples:

▶ Multi-Month Campaigns

When we work with advance reader copies (ARC)/galleys, or have an author who wants to build credibility before introducing media and readers to their book, we often start work four to six months before the publication date:

- ARC publicity long lead media focus includes sharing ARC with book review outlets and long lead media—one full-time month
- Pre-launch activities—two or three months part-time
- Active publicity—two or three months full-time

▶ 3 Month Campaigns

Starting a month to six weeks before the publication date, we work for three months.

▶ 2 Month Campaigns

We also offer a two month book publicity service.

▶ Podcast/Byline Focus

We offer engagements focused on securing podcast and/or byline article placement only outreach.

We offer options for post-publication promotion.

Book Publicity STRATEGY

With over 24 years of experience, our strategies continually evolve

- 1** When we start, we carefully assign a publicity team with deep experience with the book's genre and author's expertise.
- 2** Each week, we pitch targeted media outlets with compelling angles and ideas crafted to tie into the specific interest of the media outlet and their audiences.
- 3** Our publicists work with our entire team to share pitch angles, seasonality/awareness month tie-ins, and with 18 publicists, our deep and wide network of media contacts.
- 4** Proactively send books to high priority media contacts. When media is interested, we send a review copy, and then arrange and coordinate media opportunities with the author. Guide authors on writing byline article and op-ed pieces we submit to print and online publications.
- 5** Send the author and their teams weekly written updates detailing activity, results, and plans for the following week. Hold weekly calls with authors and their teams to brainstorm ideas, discuss media feedback, plan the next initiatives, and answer questions.

Authors & Publishers

Client Maureen
Connolly's book
launch in NYC
with Smith
Publicity team



Publicity Support Options

We augment and tailor publicity campaigns with:

- Advance Reader Copy (ARC)/Galley submissions
- Speaking engagement support initiatives
- Byline article writing
- Media training
- Bestseller campaign support
- Influencer outreach
- NetGalley
- Goodreads set up and support
- BookBub and other ebook promotions
- Audiobook launches
- Book awards
- Amazon's Author Central guidance
- Book events
- Virtual events
- Blog tours
- Bookstagrammer campaigns
- Social media training for authors
- Content calendar support
- Podcast and webinar launch support

BookExpo

BookCon

FRANKFURTER
BUCHMESSE

BookBub

goodreads

amazon books



SMITH
PUBLICITY

Results

Author Media Placement Examples



Business

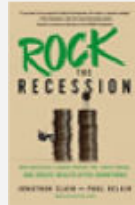


Use book as a marketing tool to increase thought leadership, expert brand, and credibility

Attract new opportunities including speaking, writing, business, fans, and followers

Pitching to niche or fractal audiences and targets

Focus on positioning the author as an expert



Jonathan Slain, author of *Rock the Recession*

“If you are an author, you’re crazy if you don’t hire Smith Publicity!”

Featured in/on Forbes, FOX Mornings with Maria, Yahoo! Finance, Next Avenue, Marketwatch, Global Trade Magazine



Michael Bungay Stanier, author of *The Advice Trap* and *The Coaching Habit*

Featured in/on Harvard Business Review, Webinar with Inc. Master’s program, MIT Sloan Management Review, Fast Company, Inc., Ladders, World at Work, Forbes, Business Insider, CNBC, Project Management Institute, The Globe and Mail, Hallmark Home and Family TV, and The Economist



Kindra Hall, author of WSJ bestseller *Stories that Stick*

Featured in/on Yahoo Finance TV, Inc.com, Harvard Business Review, Parade.com, Project Management Institute, Forbes, Mel Robbins Show, HR.com, ABC News, BOLD TV, Fast Company, Fortune, Modern Luxury



Doug Conant, author of WSJ bestseller *The Blueprint*

Featured in/on Harvard Business Review, Industry Week, The Economist, Investor’s Business Daily, Forbes, The Philadelphia Inquirer

Non-Fiction

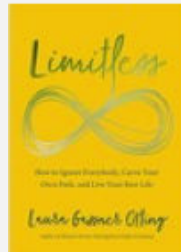


Self-Help, Health and Wellness,
Memoirs

Focus on positioning the author
as an expert

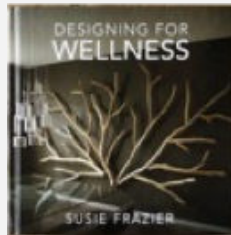
Expand outreach to target
vertical or niche audiences

Help author differentiate
message, ideas, and solutions



Laura Gassner Otting, author of WSJ bestseller *Limitless* Smith Publicity client since 2018

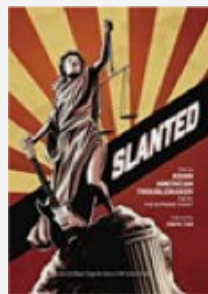
Featured in/on The Today Show, Good Morning America, Harvard Business Review, Forbes



Susie Frazier, author of *Designing for Wellness*

“Working with Smith Publicity absolutely exceeded my expectations. Between the creative strategies they developed to the level of detail provided weekly, Smith definitely ranks as one the most effective and reliable partners I’ve had in 22 years of running my business.”

Featured in/on Thrive Global, Elite Daily, WGN-TV, Cleveland Magazine, Interior & Sources, FOX & CBS Cleveland



Simon Tam, author of the memoir *Slanted*

“...One of the most important lessons I've had to learn is the importance of a good, reliable team...Smith Publicity became an important part of that team. It's been a season since our campaign ended and I am still getting inquiries and reviews that they initiated – that's the power of good, persistent publicity.”

Featured in/on Wharton Business Radio, PW Daily, Larry King Now, Slate podcast, The Washington Post, NBC News

Specialty



We work on a wide range of genres including:

- Cookbooks
- Children's, Middle Grade, and Young Adult Books
- Art and Photography
- Music, Entertainment and Pop Culture
- History and Politics
- Parenting and Education
- Spirituality
- Coffee table



Liz Frazier, author of *Beyond Piggy Banks and Lemonade Stands*

“I just can’t say enough about Smith Publicity. They were phenomenal in all aspects. They have fantastic relationships and access; I got amazing exposure through radio, TV, articles, and podcasts. As a bonus, the whole team is just lovely and will be a lifelong friend.”

Featured in/on People Magazine, Forbes, BBC, PBS, HerMoney, Fox News, NBC CT Live—syndicated to Philadelphia, San Diego, Chicago, DC, Los Angeles and Florida NBC television stations



Cynthia Li, MD, author of *Brave New Medicine: A Doctor's Unconventional Path to Healing Her Autoimmune Illness*

“My publisher recommended Smith Publicity, and I was so glad. My team landed me countless opportunities for guest blogs, expert medical advice, podcast interviews, and book reviews. I felt the team at Smith pulling for me personally as well as professionally.”

Featured in/on Psychology Today, Livestrong.com, Well+Good, Women's Health, The Cultivate Wellness Podcast, Refinery29, Thrive Global

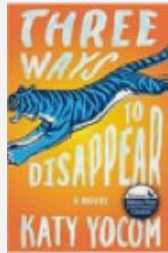
Fiction



Highly tailored strategies to reach general fiction and genre-specific interest media and readers

Authors work with fiction publicity specialists who tailor the service to include leading:

- ARC and book review
- Goodreads set up and support
- Ebook promotion
- Book event and tours



Katy Yocom, author of novel *Three Ways to Disappear*

“...I couldn't be happier that I hired Smith Publicity...My publicist was an astonishing force on behalf of my book and well connected with media contacts everywhere, and absolutely tireless in pitching my book and following up multiple times to get my novel in front of editors and decision makers...I expected a straightforward business arrangement. What I got with Smith Publicity...went far, far beyond my expectations... I'll be back!”

Featured in/on American Way, LitHub, U.S. Review of Books, Foreword Reviews, Newsweek, New in Books



Maureen Connolly author of the novel *Little Lovely Things*

“I highly recommend Smith Publicity, to anyone seeking to promote their book. Having gone through the cycle of launch and release of my debut novel, I can say that I have been thrilled with their services, and that Smith far exceeded my expectations. Without hesitation, my next book will be placed in their competent hands.”

Featured in/on Publishers Weekly, Booklist, Refinery29, NY Journal of Books, Women.com, Book Reporter, Nerd Daily



Smith Publicity has forged a reputation as one of the most successful book publicity agencies worldwide.

Since 1997, we've worked with 4,000+ authors, experts, and publishers to secure 75,000+ media placements with television, magazine, newspaper, radio, podcast, blog, online/digital outlets and genre influencer.

Clients range from *New York Times*® bestsellers to first time, independently published authors, publishers, businesses, organizations, and entrepreneurs.

About Smith Publicity

Collaboration. Communication. Creativity.

▶ **Passionate, Experienced Publicists**

Our talented, veteran publicists are passionate about books and thrive on creating impactful opportunities for authors and publishers.

Authors write books, and we have the honor of telling their stories. Our standards are high and we are selective about the clients we take on.

We strive to provide unparalleled communication to our clients and are tenacious when crafting creative, timely pitches to entice the media to see value in our clients and their books.

▶ **Team Approach**

Clients benefit from our team structure with many layers of support, collaboration, points of view, and shared media contacts.

▶ **Publishing & Publicity Industry Experts**

Smith Publicity's team participates and speaks at book conferences worldwide.

We share our industry knowledge and invite authors and publishers to read our blog, sign up for our newsletter, subscribe to our YouTube channel,, and listen to our popular "All Things Book Marketing" podcast.

Our Leaders

Dan Smith

CEO and Founder

Dan started Smith Publicity from a bedroom office in 1997, with two cats as co-workers.

Working 20 hour days and unleashing creativity, imagination, and new, sometimes unorthodox strategies, helped the company grow ... quickly.

Within two days of launching his first Smith Publicity project, he landed his author on national television.

It didn't take long for word of the new book publicity agency on the block to spread.

When not at work, you'll find Dan exploring Area 51 or searching for elusive stamps at local flea markets.



Sandra (Sandy) Poirier Smith

President of Smith Publicity

Sandy partners with authors to build creative, tailored, and impactful book promotion strategies.

She regularly writes about and speaks at book industry events on the topic of book marketing and author/expert promotion.

She earned a B.S. in Art and an MBA from Northeastern University. Before Smith Publicity, Sandy worked for the Thomson Reuters company in corporate communication.

Yes, she is married to Dan, and is *usually* happy to be working alongside her husband—as long as there is good food, vanilla cream donuts, and great books nearby.



Our Leaders

Marissa Eigenbrood

Senior Vice President

Marissa wears many hats at Smith Publicity including onboarding business and lifestyle clients, and leading the direction and vision of the company.

She brings extensive knowledge of the public relations realm having been the lead publicist launching hundreds of titles.

Marissa has placed clients in media across the globe including ABC, CBS, NBC, NPR, FOX, CNBC, MSNBC, Wall Street Journal, The New York Times, and USA Today.

After work, you'll find Marissa spinning on her Peloton bike or at any Philadelphia sporting event, "Go Eagles!"



Corinne Moulder

Vice President, Business Development

Preceding her role in business development, Corinne worked as a book publicist for seven years, landing authors on national placements including The Today Show, which introduced her to the reality of the relentless and creative nature of the book publicity industry.

Now managing accounts that range from imprints from the Big Five, budding and established small presses, bestselling traditional and indie authors, and breakout debut writers, Corinne values publication processes from pre- to post-launch and understands the need for strategic, impactful publicity timelines.

In her free time, Corinne enjoys hunting for antiques and entertaining large gatherings. We discovered during a Smith Publicity talent show, her singing skills. Dan Smith declared she has "a voice like an angel!"

Joined
Smith Publicity
in 2009



Joined
Smith Publicity
in 2007



Our Leaders

Janet Shapiro

Vice President, Publicity

With over 25 years of experience her passion is delivering results through her long-time media relations, savvy pitching, and outstanding client partnerships.

It's hard to get Janet as your publicist as her clients stay with her for years.

High-profile media placements including MSNBC, CNN, FOX, TODAY, TIME, USA Today, US News & World Report, Washington Post, New York Times, Wall Street Journal, O, The Oprah Magazine, Elle, People, Family Circle, and Steve Harvey.

We think Janet can do it all and are in awe of her fitness, cooking, gardening, and her ability to making everyone feel special!



Joined
Smith Publicity
in 2009

Erin Birnbaum

Director of Publicity Strategy Senior Book Publicist

Erin is a nationally recognized book publicist who has managed and implemented over 400 national book promotion campaigns for Smith Publicity since 2004, primarily with non-fiction projects

Her placements include CNN, Fox News, CNBC, Associated Press, USA Today, Forbes, Fast Company, Fortune, INC, CBS This Morning, Newsweek, Wall Street Journal, People Magazine, and The New York Times.



Joined
Smith Publicity
in 2004

Our Leaders



Joined
Smith Publicity
in 2015

Mallory Campoli

Publicity Manager

Mallory has roots in broadcast journalism, starting out as a producer in television news and publishing. When not pitching clients, Mallory does outstanding impersonations!

She designs innovative campaigns for a wide range of clients including business and subject matter experts, helping to enhance their platforms and elevate their brands.

Mallory has secured national coverage in outlets including TIME, Fast Company, Forbes, Huffington Post, INC, FOX News, NPR, Fast Company and The New York Post.



Joined
Smith Publicity
in 2017

Courtney Link

Publicity Manager

Courtney Link is an innovative, energetic, and motivated individual who has a passion for working alongside authors to build their brands.

Implementing strategic publicity campaigns for clients in health and wellness, business and self-help, Courtney knows how to get the media's attention. She has secured national coverage for clients including *The Today Show*, *Dr. Oz*, *HLN*, *Forbes, Inc.*, *Fast Company*, *SHAPE*, *Livestrong*, *Reader's Digest* as well as *Fox*, *ABC* and *NBC* affiliate stations across the U.S.



Joined
Smith Publicity
in 2016

Andrea Thatcher

Publicity Manager

Andrea focuses on our entertainment, fiction and social issue genres, and speaks regularly at industry events. She has a long relationship with the independent bookselling community having been a bookseller. Andrea also has experience as an in-house marketer at an independent book publisher. Prior, Andrea was a journalist.

Andrea's authors have been featured on The Joe Rogan Experience, PopSugar, Yahoo Entertainment, Publishers Weekly, Washington Post, WSJ, The Guardian, LitHub, Book Riot, and Vogue.

Our Team & Family

Smith Publicity's team comes from a wide range of backgrounds including publishing, media, corporate marketing and PR, and even car repossessor (that would be our founder, Dan Smith). We have publicists who are also published authors.

We care deeply about our clients, and one another.

Favorite quote from publicist Kristi Hughes, **"I feel sorry for my friends who don't work for Smith Publicity."**





Thank you!

We are excited to talk with new authors, publishers, and industry professionals, contact us:

<mailto:info@SmithPublicity.com>

856-489-8654

www.SmithPublicity.com

New Jersey and Toronto

Keep In Touch

We welcome you to learn more about us and book publicity ideas and trends through our newsletter, [blog](#), YouTube videos, and [Smith Publicity's All Things Book Marketing podcast](#).

Speaking

Our team attends and speaks at industry events worldwide, and is available to discuss opportunities.

