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Prepared for Andrew Marble

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Publicity Plan for 2019 Launch of *Boy on the Bridge*

SERVICE DELIVERABLES

22 Years of Evolving Experience

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

Our passion is making good things happen for our clients while staying on the edge of the advancing media and publishing landscape.

Ongoing Team Communication

Weekly written update
Weekly check in calls
Regular team strategy calls

Cultivated Network of Media Contacts

Personal media relationships developed through tailored and strategic outreach tactics, plus professional regional, national, and international media database

Media Coverage May Include

Magazine, Newspaper, Television, Radio, Online, Podcast, and Blog outlets

Local, national and/or international outreach

Articles, feature stories, book reviews, recommendations, and excerpts, blog posts, byline articles, op-ed pieces, television, radio and podcast interviews, trend pieces, expert commentary, Q&As, 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 outstanding media contacts for clients to continue building relationships

Goals

The focus of this campaign is to build awareness through the media around the release of *Boy on the Bridge*, positioning you as an available commentator on the life and legacy of Gen. Shalikashvili, and attract new speaking, presenting and writing opportunities for you related to his story.

Strengths

So much more than a traditional military biography, your unique approach to telling the story of Gen. Shali and the journey to his chairmanship as the highest career achievement primarily through his personal experience, from upbringing to adulthood, provides us with both angles to take to a military and general history audience as well as those interested in inspiring human interest, riches-to-rags-and-back-to-riches success stories. This diversity to your storytelling style, accompanied by your extensive and thorough hands-on research into Gen. Stali's background, allows us the opportunity to strategically reach a wide variety of media audiences through which to build awareness for yourself and the book.

Media Interest Targets

General book interest, Biographies, Military history & leaders, Veterans interest, WWII history, General American history, Men's interest, Senior interest, Gift guides, Arts & entertainment, Human interest, Immigration & global issues, etc.

Media Outreach

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

Publicity Team

You are assigned to a seasoned book publicity team with experience in promoting biographical titles. We develop strategy in collaboration with you and lead day-to-day media relations. You also have the support of our entire staff of publicists, including our Vice President of Publicity, for brainstorming and sharing ideas, news tie-ins, and our deep network of media contacts.

Campaign Length

- Phase 1: 10-hours of brand messaging/platform consultation
- Phase 2: Three-month publicity campaign, which we recommend beginning approximately six weeks prior to our publication date.

Fees

- Consultation: 10 hours for \$1,500
 - Publicity: \$3,400 per month, plus postage
- **Additional marketing service add-ons also available

What We Need to Get Started

- 60 final copies of your book for media request/review
- Book interior, book cover and author headshot digital files
- Completed author questionnaire
- Involved, motivated author!

STRATEGIC OBSERVATIONS FOR *BOY ON THE BRIDGE* & ANDREW MARBLE

Thank you again, Andrew, for the opportunity to connect the other day and to thoroughly review both your manuscript for *Boy on the Bridge* as well as the other fantastic endorsements, detailed research and other elements related to this unique and noteworthy project. As I dug even deeper into Gen. Shali's story beyond what you shared with me in our call, I found so much more that we could explore sharing with the media in order to take his journey to chairmanship to a wide variety of audiences beyond the military market. His nontraditional upbringing, rooted in a time in history that many individuals are still incredibly fascinated by – WWII – and subsequent immigrant to American, military success story provides layers of experiences and moments in his personal journey to break out in order to build diversity in the platform for the book and his story. Adding to this his stand-out qualities as a human being of perseverance and treating everyone as equals, of leading with honesty with realities and sensitivity in tow, that apply to both his time in the military and to today's political and overall global landscape, and we will look to give glimpses into the content of *Boy on the Bridge* that from both a military and character study approach.

Further to this, the fact that this project was born from your dedicated, hands-on research into the phases of Gen. Stali's life, speaking directly with influential leaders, personal contacts and others he connected with, brings our strategy beyond the book as we position you for key commentary opportunities in the form of interviews, article/op-ed writing, etc. as it relates to trends, timely news stories, and more. By expanding our reach through this two-pronged approach, our aim will be to continue building media interest and other opportunities for you far beyond the launch of the book.

As you'll see in the plan below, reflective of your goals to collaborate on both publicity and strategic marketing/branding initiatives, I've recommended a two-phase campaign leading up to the book's launch that would begin with a series of consultation hours to guide you on aligning your messaging through your online presence, social media, speaking platform, etc. With this platform foundation in place, we would then move into our comprehensive publicity campaign that would then include an optional post-publication book awards consultation add-on.

With this multi-phase approach and your clear passion to telling the story of this important and influential figure from American history, we look forward to the opportunity to partner with you in the months ahead.

Consultation

Before formal media outreach begins, we offer a consultation support service to help prepare you and your author brand for the book's launch. We set call times as requested by you/suggested by us, to lead you through lively, tailored and thoughtful discussion on specific topics related to publicity and marketing perspectives on your upcoming book. These may include ideas to help build your author brand, feedback on your website and social media profiles, book cover, questions and initiatives to talk through with your publisher, expanding your speaker platform, and brainstorm publicity angles to get you thinking in terms of media angles for your book. We recommend conducting 10 hours of consultation over a period of one to two months, which could overlap with the start of our publicity campaign.

Publicity

Our job as book publicists is to differentiate *Boy on the Bridge* from others in the biography/military + veteran history genre. To do this, we accentuate what makes your book unique, interesting,

newsworthy and/or timely, and then skillfully pitch appropriate media and reviewers. This strategy includes various approaches which may include:

- Positioning the book as both a new release as well as a timely biography that can connect to timely angles such as Veteran's Day, the 2020 Presidential race, and any upcoming WWII anniversaries
- Promoting you as the author and commentator on the life and impact of Gen. Shali who can provide relevant content for articles, features, and expert commentary in magazines, newspapers and/or blogs. We will also position you as a credible guest for radio, podcast and television interviews.
- Extracting specific elements of his story from the book or your background researching it, even if it's only one relatively small part such as the lasting impact from childhood to his military career of his father's service in Hitler's Waffen SS, and using this as an angle to open doors.
- Tying your book's topic, when possible, to current events and breaking news associated with military history, WWII, leadership (particularly in politics, military, etc.), immigration and more
- Conducting an audit of your Goodreads author profile and book listing.

PUBLICITY TIMELINE/MEDIA PLAN

When we spoke, you mentioned a mid-October launch date for the book but, in reviewing the Amazon listing, I see the publication date is listed as September 22. Based on the final release date, we would recommend beginning the publicity phase of the campaign approximately six weeks prior. For the consultation portion, we can begin that at any time – the sooner the better is ideal to ensure your platform is ready and building for the publicity outreach portion of our work together.

Campaign Rollout

- **GETTING STARTED.** Ask you to complete, before we begin, a detailed questionnaire that helps us get to know you, while also encouraging you to think about your book from an overall platform perspective.
- **YOUR TEAM.** Assign you an experienced book publicist who reads through your questionnaire, reviews your book and other project elements, and then holds an initial strategy call with you to discuss your goals, asks questions, explains the first stage of working together, and answer any questions you may have.
- **PRESS MATERIAL.** Write your press material for your review. We want to make sure we are accurately representing you and *Boy on the Bridge* to the media. While your press releases are the approved foundation of the campaign, our publicity efforts are fluid, requiring multiple pitching angles and introductions, which you may not see.
- **NETGALLEY.** If you share your ebook files and your publisher is not already taking care of this, 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 your book for potential review, recommendation or coverage. While fiction titles are generally the most popular ones on this platform, it is still a good place to showcase your genre to quickly give interested influencers access to your book.
- **PITCHING STRATEGY.** Launch pitching and creatively curated content sharing to print, broadcast and online outlets to generate interest and opportunities. Our angles and strategies will remain fluid throughout our campaign as we respond to media feedback, timely angles, and maximize information shared during our collaborative brainstorming sessions.

- **MEDIA INTERACTION.** When we “pitch” we contact targeted media with the author’s information and story ideas—exhibiting why you and *Boy on the Bridge* will be of interest to their readers and audiences. When media is interested, we organize and arrange all media opportunities.
- **FOLLOW UP.** Once a media contact has expressed interest in you and *Boy on the Bridge*, 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.
- **EXAMPLES OF MEDIA PLACEMENTS.** We are able to weave books and authors into the news in a variety of ways including: feature stories, articles, book reviews, recommendations, and excerpts, trend pieces, radio, television, podcast and print interviews, question & answer (Q&As), blog coverage, online media coverage, expert commentary, trend pieces, byline writing opportunities, and op-ed pieces.
- **TELEVISION.** In our experience, your book’s genre will be of most interest to online and print media outlets. For television opportunities, our strategy is to start locally before expanding to larger audiences. When reaching out to national television producers, if they are interested, they will often ask for links to past interviews. Starting locally to your own market, as well as any markets Gen. Shali may have been connected to, is less time-consuming for the author (less travel) and allows the author to get comfortable or “practice” in front of smaller markets while building their media portfolio. The strategy of starting locally and building nationally has been successful for Smith Publicity authors.
- **BYLINE & OP-ED ARTICLES.** We work with you to brainstorm byline and/or op-ed article topics, related to the themes in your book, for you to write. We pitch this to print and online media.
- **SHARING YOUR MEDIA PLACEMENTS.** We strongly encourage you to retweet, post, or share media coverage in order to amplify the media placement and thank/include, where possible, the media outlet and any person you interacted with (host, editor, producer, etc.), add coverage to your website, bio, and book retail (Amazon/Amazon Central) pages.
- **TRAVEL.** If you are traveling and have time, let us know (ideally three weeks prior) and we will pitch you for local media opportunities.
- **REPORTS AND CALLS.** Communicate each week with you by sending you, and any contacts you request from your University Press of Kentucky team, a weekly written update detailing initiatives, a cumulative list of media interest, the status of each opportunities and links to coverage, and plans for the following week. We also like to hold regular strategy calls with you, either weekly or every other week based on your preference, to review feedback, discuss new interest, prioritize opportunities, and brainstorm new angles.
- **AT THE END.** Toward the end of the campaign, internally we discuss the overall campaign results and, if recommended and you are interested, present you with options to continue full or part time. At the end, we send you a list of all “pending” media opportunities—those who are still considering coverage—so you can continue media 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.

DETAILS OF PROGRAM ELEMENTS

Working with Your Team/Publisher

We welcome collaboration! After we begin, we will share our weekly updates with any contacts you identify on your publishing team. We also invite other team members to join in our strategy calls with

you (some publishers join all and some jump in every few weeks). In our calls/updates, they will understand our strategy, the results, and plans for the next stage. This way, they can share their ideas, any feedback, and ask questions. Of course, we want to hear the progress of any initiatives they are undertaking too.

Press Materials

Once the initial kick-off call is complete, we will create your press materials which go through our internal review process. You will receive drafts of these within the first week for your review.

Your press releases consist of:

- *Book release*—this press release is all about *Boy on the Bridge*, who should read it, what they will get from it, why it is different, your author bio, etc.
- We will include one of the following releases based on responses from your author questionnaire and your initial conversation with your publicist:
 - *Author Q&A*—This release provides questions and answers that are designed to offer the media with information about you, your background, and the timely, unique, and relevant topics you can discuss related to *Boy on the Bridge*.
 - *Interview release*—this press release is all about you and your background, as well as quickly demonstrates examples of what you can speak to during a potential interview.
- Since attracting speaking engagements is a goal, we will also position you as a speaker in your bio. Although we will be reaching out to media contacts and not individuals who specifically hire speakers, this approach has proven successful in attracting opportunities for our clients. If interested, we will discuss strategy and how to best prioritize this initiative in conjunction with our regular pitch efforts.

While your press releases are the approved foundation of the campaign, a publicity campaign is fluid, requiring multiple pitching angles and introductions, which you may not see. Your campaign will evolve as we gauge the media's reaction to you and your book, solicit your feedback as to the progression of the campaign, and tie in breaking news stories.

We will brainstorm topics, partnering together to create:

- *Byline articles*—these articles, written by you, showcase your expertise. These articles are typically “how-to” tips. They are informational and/or offer case study examples where you present a problem, how your concepts were applied, and the solution. These can sometimes come right from your book. We pitch the articles for placement in print and online outlets where you are credited as the writer with a line or two about your background, which may include the book title, cover and/or photo. Byline articles are typically 700 to 1,000 words.
- *Op-ed pieces*—these pieces are written by you. They present an opinion that is based on topics related to your book. You are credited as the writer with a line or two about your background, which often includes your book title/website. We submit these to print and online media outlets for potential publication.
- If interested, we will work with you to research the potential for regular contributor opportunities.

Paid Ebook Promo

At the onset of your campaign, your publicist will discuss with you the option of including a paid ebook promotion to run during your campaign. Early on, your publicist provides you with a list of networks and a description of their functions and associated costs and, later, through a strategic

consultation with you, will work with you to identify which service is the best fit. You and your publicist will set a date for the free or discounted promo, which typically runs over one week. It is up to the author to set the discounted or free rate for the ebook to run within the official ebook promo window—with publisher permission, if relevant. If you're interested, and through further consult with your publicist, your publicist may create a graphic with details about the ebook promo to pitch to bookstagrammers, bloggers and online book reviewers to drive even more attention to your Amazon listing during that window.

The intent of the ebook promo is multi-tiered—to drive verified reviews, influence your book's Amazon SEO (which, in turn, creates potential for *Boy on the Bridge* to become a recommended read) and, ultimately, to aid in sparking sales. A paid ebook promo is a great complement to your publicist's ongoing strategic media, blogger and influencer pitching. While it will offset some time spent on tailored outreach, it highly complements the goal to bring visibility to a new release. Outside of the higher cost of BookBub (if the application is approved and the budget warrants), a paid ebook promo averages roughly \$150—fees will be drawn against your postage retainer. All efforts will be reported in your weekly updates.

Association and Organization Outreach

While we are not a speaker's bureau, we do have a strategy for clients who are interested in attracting speaking engagements. First, we talk with you about targeted organizations, and research any media connected with them—newsletter, blog, magazine, podcast, etc.—and pitch you and *Boy on the Bridge* for opportunities for interviews, articles, expert commentary, book reviews, etc. We lead by presenting them with expert content and solutions to share with their audience. Then, if interested, we open a dialogue introducing you as a speaker. We do not take any percentage of speaking fees.

Book Awards Consultation (optional add-on)

Since researching book awards is not a “one-size-fits-all” process, we execute a consultation service in which we will tailor a roadmap for you to tackle book awards specific to your work. Based on review of your questionnaire, familiarization of your book, media response from your publicity campaign, etc., we will develop a uniquely tailored list that includes the following:

- General submission practices and guidelines
- Deadlines for consideration and packaging suggestions for submission
- A unique list of at least 10 awards to submit to that is tailored to your book and the messages you share in the book.

We will share this list with you and then schedule a one-hour consultation with you to review the material, address your questions and walk you through the next steps for identifying which may be strongest for your book. The fee for this service is an additional \$595.

Note: We do charge an additional fee for executing the submissions and mailing the review copies out for you, if that's a next step you'd like to take.

How We Measure Success

Our priority is getting to know your specific goals for writing your book, and your target audiences. We measure success in terms of creating compelling pitch angles, getting them the hands of the right media, and skillfully following up to encourage coverage. Throughout our work, we constantly review the quality and quantity of the media, gauge the media's response to our pitches, and adjust accordingly.

We also measure success by our communication with you. We want you—and your team—to always know what we are doing and why. We share transparent media feedback and collaborate with you throughout our time together, so you understand where we are in the process.

We work with less than five percent of the projects presented to us. While we can't guarantee media coverage, we do guarantee we would not take on your project if we didn't think we had a solid chance to succeed. You will not find another agency whose team is more experienced, works harder, or cares more about delivering results to you.

ABOUT SMITH PUBLICITY, INC.

Smith Publicity has forged a reputation as one of the most creative publicity and public relations agencies worldwide. Since 1997, we have promoted thousands of authors from *New York Times*® best sellers to first time independently published books, publishers, businesses, organizations, and entrepreneurs. Our clients have appeared on nearly every major media outlet in the United States, Canada, the United Kingdom and abroad.

Our talented, veteran team of publicists are passionate about books and thrive on creating wonderful opportunities for our authors. Over the years, our team of diverse publicists have come from backgrounds as television producers, newspaper reporters, corporate communications and PR executives, publicists with long careers with publishers, on-air camera personalities, book bloggers/reviewers, independent bookstore managers, academia and music, food, lifestyle and personality cultivation publicists. At Smith, we work hard and play hard. We love to celebrate our camaraderie, client successes and exciting times with parties, retreats and happy hours, and we love to give back to the community through various charitable volunteer events. Our team collaborates to brainstorm and share ideas for all our clients giving each author the combined strategy, experience and talent from dozens of industry professionals.

Since our inception over twenty-two years ago, we have cultivated unique skills to position authors and their work to the media. We have our own strategic “secrets” that separate us from the competition, and we have been at the public forefront—and ahead of—major book marketing and publishing industry changes.

We've developed an extensive list of personal media contacts, and we subscribe to a state-of-the-art professional database of more than 1.6 million media contacts, media outlets, bloggers, and analysts as well as publicity opportunities such as editorial calendars. Our publicists closely monitor media opportunities through HARO and ProfNet, and we proactively receive requests from our vast network of media contacts looking for authors and experts on a daily basis. We are able to combine these resources so our clients have access to an unparalleled level of contacts. Our media contacts are without equal.

SAMPLE SMITH PUBLICITY TESTIMONIALS

Andrew, I have included projects with similar goals, target market or book topic/genre. For more examples, please visit: <http://www.smithpublicity.com/testimonials/>

“Smith Publicity assigned one of their staff to my project and she became my pal, obtaining and coordinating many radio interviews, press stories, and op-ed opportunities for me and my book. We had a story on Foxnews.com and almost made it into the *New York Times*! It was a fun experience.”

Hale Bradt, author of *Wilber’s War: An American Family’s Journey through World War II*

Hale Bradt is a Korean War veteran and an astrophysicist retired from M.I.T. who once searched for black holes, but turned to searching for family and wartime history. He has been intrigued by the Bradt family story for more than three decades, interviewing relatives, academic and military colleagues, and a Japanese officer against whom his father fought in the Solomon Islands. His discovery of his father’s letters from the Pacific gave him an unusual basis for exploring new aspects of World War II history, as he scoured the National Archives and even visited the Pacific battle sites where his father fought; there, he found the artifacts and people his father had known and written about.

“I spent a number of years working in the entertainment industry in advertising and marketing, as well as a military public affairs officer and because I had experience as a publicist, I looked very carefully at book publicity firms before I selected Smith Publicity. I did so because of the professionalism exhibited by the Smith team.

First, Corinne Moulder was a consummate business development professional who represented the company and her colleagues extremely well. I was very impressed with my publicists who developed top notch pitch materials and followed through with persistence and dedication in trying to sell a book featuring war photography, which can be very tough to do, particularly during a presidential election year. They went above and beyond the call of duty in trying to get Dickey Chapelle the attention and recognition her life and work deserved. I’m very grateful for their hard work and perseverance. **They were also a lot of fun to work with.”**

John Garofolo, author of *Dickey Chapelle Under Fire: Photographs by the First American Female War Correspondent Killed in Action*

John Garofolo is a screenwriter, college professor and former entertainment industry advertising and marketing executive. A veteran of the Iraq War, Garofolo provided security and escorted members of the international media into Iraq during the initial phase of the war, and is currently a Commander in the U.S. Coast Guard Reserve, on active duty assigned to Coast Guard Headquarters in Washington, DC.

“Smith Publicity has been the best. For a first-time author such as myself, they have been a perfect fit: energetic, invested in my project, **candid, prompt, flexible, extremely courteous**, great value, willing to answer any questions — I could easily go on. Simply put, Smith Publicity has been passionate about the success of *The Bravest Guy*!”

Harry Wedewer, author of *The Bravest Guy*

As a U.S. Army infantryman in World War II, Don Wedewer was twice wounded in four days. On both occasions, he was left for dead. Now he was a double amputee and blind with seemingly no hope for the future. Yet through extraordinary determination and persistence, this highly decorated combat veteran overcame seemingly impossible odds to become a state and national leader in providing opportunities for those with visions loss. This is Don Wedewer’s story.

“My experience with Smith Publicity and all of their employees was very positive and productive. I would especially like to thank my publicist who exceeded my expectations on traditional media and other creative ideas we shared to drive exposure including San Francisco radio podcasts, over twenty radio interview spots with key regional and national stations, exposure to over two hundred college

professors, magazines, reviews, and blog sites including Unite Virginia, *Chicago Sun Times*, *Hollywood News*, *Windy City News*, *Civil War News* and other important front-end publicity. With all of this success, the staff was continuously on top of events to make sure projects were completed in good time. I have been mostly impressed with my publicist. **Smith Publicity was, in one word, EXCELLENT!**"

John Huelskamp, author of *Friends of the Wigwag: A Civil War Story*

John William Huelskamp is a Civil War historian and author who has contributed to several Civil War periodicals including *Civil War Regiments: A Journal of the American Civil War*. His publication, *Never Forsake the Colors*, reintroduced the sacrifice of Union Colonel Holden Putnam and the 93rd Illinois Volunteer Infantry. He is also a contributing lecturer to Civil War roundtables and historical societies, and has provided Civil War authors including Peter Cozzens (*The Shipwreck of Their Hopes*) and Wiley Sword (*Mountains Touched with Fire*) with rare documents and diaries that have contributed to an understanding of civilians and soldiers during the climactic years of the Civil War.

"The professionals at Smith Publicity are a pleasure to work with. **They outlined a comprehensive publicity campaign and followed through with close attention to every detail.** I highly recommend their services to all writers seeking extra exposure for their work."

Jerome Tuccille, author of *The Roughest Riders: The Untold Story of the Black Soldiers in the Spanish-American War*

Jerome Tuccille is the author of more than thirty books, including *The World of Kurt Vonnegut: Freezing Time*. His previous books include best-selling, award-winning biographies of Ernest Hemingway, the Gallo wine dynasty, Donald Trump, Rupert Murdoch, Alan Greenspan, and the Hunts of Texas, and several novels. Tuccille's biography, *Hemingway and Gellhorn*, was selected best e-book in biography by an independent publisher in 2011. *Gallo Be Thy Name*, a history of the Gallo wine clan and its roots in organized crime, was named the best book of 2009 by Reason magazine, and one of the best business books of 2009 by University of California Library System. The author's true crime memoir, *Gallery of Fools* (also updated with the title *Art Heist*), has been optioned for a movie. The author's underground classic, *It Usually Begins with Ayn Rand*, has found a growing readership since its publication in 1971 and has gone through five updated editions.

"Smith tailored our campaign so we would get maximum return on our investment. My publicists generated so many hits from national and regional media that it became necessary to extend the campaign; the additional month yielded seven TV interviews in major markets. My publicists followed their instincts to tie my book to breaking international news, which resulted in a national byline and four radio interviews tying back to *Fireball*. **Bottom line: sales have been strong, thanks in large part to Smith Publicity.**"

Robert Matzen, author of *Fireball: Carole Lombard and the Mystery of Flight 3*

Robert Matzen is the author of six books, including the award-winning *Errol & Olivia: Ego & Obsession in Golden Era Hollywood*. His previous print work includes many articles about classic films and the Greenwood Press reference volume, *Carole Lombard: A Bio-Biography*. He appeared as an expert on Lombard in the BBC2 documentary "Living Famously: Clark Gable" (2005) and has been interviewed by the national press including the *New York Post*. His work as a filmmaker earned national awards and his feature documentary about George Washington, *When the Forest Ran Red*, is a genre classic. He has also written and directed several films for NASA.

FEES

- *Consultation*: One-time fee of \$1,500 for 10 hours of consultation conducted over one to two months.
- *Publicity*: \$3,400 per month for a three-month campaign focused on U.S. and Canadian media. Monthly fee to be paid one week prior to the start of the campaign.
- *Postage*: Fee does not include cost for postage. The client will be charged \$600 postage retainer for the first month. At the end of the campaign, we will either remit a credit for unused postage or invoice for final postage due.
- *Book Awards Consultation (optional)*: One-time fee of \$595. Additional fee for executing the submissions and mailing the review copies out for you.
- If recommended, options to extend your campaign after the initial contract will be discussed at a full-time or part-time pace.
- For a three+ month campaign, if you would like to pay the entire contract up front, we will extend a 5% discount. Smith Publicity accepts payment by check, credit card or bank transfer.
- We will honor this fee for one year upon receipt of this proposal.

GETTING STARTED: WHAT WE'LL NEED TO BEGIN

Here's what we'll need to begin:

- Identify campaign start dates in order to draft agreement and send pre-campaign materials, including author questionnaire. Campaign timeline will remain fluid for any book production timeline shifts or delays.
- Completed author questionnaire, signed agreement and first payment.
- 60 final copies of your book for media requests and targeted mailings sent to our New Jersey office before we begin, or by the first week of starting.
- Digital files – high-res for any images – of:
 - Book cover image
 - Author headshot
 - Final PDF of the book
 - Any video clips you may have of past interviews or speaking engagements.
- Finally, we need a motivated, engaged and available author who will be a partner with us throughout the campaign to brainstorm ideas, interact with the media, and write byline articles/op-ed pieces as needed/recommended.

**Looking forward to talking through next steps, Andrew.
Thank you again for considering us as partners on the exciting road ahead!**