

## John Kremer's Book Marketing Tip of the Week

May 23 to 29, 2005: National Park Week

### Reader Feedback: A PR Firm in Austin, Texas

#### Bad

I am appalled! I certainly don't want to get into "your PR firm should be doing this for you" without knowing specifics or trying myself, but I do want to offer a few additional pointers to your readers:

- **If a PR firm says they have a rolodex of 500,000 media contacts, run!** From a logical/rationale standpoint, do you know 500,000 people? I don't think there are even 500,000 book reviewers in the entire world, let alone the country. I used to work for one of the largest PR firms in the country and they don't boast that many media contacts, with more than 40,000 people working for them.
- **If a PR firm says they don't book signings for you, run!** We don't specialize in authors, but we do have one client who self-published and we helped her with the launch of her book at a very large bookstore in Chicago. During the two hour book signing (which we scheduled and coordinated), she signed and sold 150 books and we left another 30 signed copies for them to sell. The bookstore manager told us it was the most successful local book author signing they have ever had and a lot of it was due to our diligence in getting the papers to put the signing in the calendars and doing our jobs to drum up people. Subsequently, the other locations of this bookstore have invited her to do book signings with them this summer.
- **If a PR firm says they can book a national media tour for you without your having a single review, run!** Just like anything else, you have to have a story to get the media to pay attention to you. And without some credible reviews, national media won't have you on their show.
- **It is expensive to hire a PR firm to do your publicity, so do your due diligence!** Check references, see what kind of success they've had with other authors in your industry, and see where they've placed their clients on the mediums you want to be seen.
- **A great web site** that allows you to evaluate your PR firm's performance, once you've hired them or are already in a contract, is <http://www.ideagrove.com>. They have a Q&A you can complete to see if your firm is doing its job and then you can take the results to your contact for discussion.

I hope this firm does not ruin it for other PR firms who want to do the right thing for small businesses and entrepreneurs. — Gini Dietrich, Arment Dietrich PR. Web: <http://www.armentdietrich.com>.