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FOR IMMEDIATE RELEASE

A great title that captures the attention of the media

Use a subtitle if you like

Your city, STATE, Date – Use the first paragraph to factually describe the release of your book or the date of your book release event. Briefly tell who you are and any awards or background information relevant to your book (like doctor, victim of abuse, Sherpa in Nepal, etc.).

The second paragraph contains the benefits of the book to its readers and to the media outlet's audience. Avoid using the words I or we. You may also include information about what is happening at the launch event, like special guests, giveaways, etc. Keep it short.

Include a brief review or quote from someone prominent or relevant or a tweetable comment in this paragraph.

Include where to buy the book or include event details like date, time, location, RSVP and contact info details briefly here.

Links to a high resolution book cover or book trailer may be included here.

If this book relates to your business, you can include the boilerplate information here which includes your company name and briefly what you do. (Your entire release should ideally be one page and 300-500 words.)

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(indicates end of release)