

# SECRETS TO A SUCCESSFUL BOOK LAUNCH

HELEN LEWIS TELLS US WHAT TO EXPECT IN HER SESSION ABOUT BOOK LAUNCHES

*Helen Lewis is the director of Literally PR. Her team now boasts an impressive track record securing targeted and relevant media coverage for their clients, many of whom are self-published authors.*

## What will delegates learn from attending your workshop, *Secrets to a Successful Book Launch*?

I'm hoping they'll get an insight into what you need to do once that manuscript has been finished. Keeping ahead of the game, knowing what is required to make your book a success, and how to stand out among a crowd of other book releases! I'm going to share video clips of some of our launches, discuss what we've done and why it's important to consider offering 'more' than just a warm cup of tea in a local bookshop. I encourage all Literally PR clients to aim high. The sky really doesn't have to be the limit. Some authors come to me, self-published, on their first book, and ask how to get in a national. It might not come easy, or quickly, but we work hard at getting them targeted and relevant coverage – and if that means a national newspaper printing one of their short stories, bagging a regular blog spot on a national's website or a front page headline, then that's what we'll try to do. My presentation will guide people through their options, regardless of whether they've got a low budget or a big pot of cash to invest in making their release day effective and special!

## How has the increase of self-publishing affected your public relations company – Literally PR?

We've always worked directly with authors where possible. Many of our clients choose to work with us even if they're traditionally published. Let's face it; publishers aren't always the best at publicity, and a lot of it is left to the authors to crack on with. It doesn't work well if the author has a busy day job, family life, or other commitments. Why should a fab book miss out on the chance of being read and talked about just because of a lack of time? That's just cruel. We work directly with publishers, published authors and self-published authors, with a slight bias (in terms of numbers – we don't have favourites!) towards the latter.

## Why do you think book launches are particularly important for self-publishing authors?

Anything you can do to make you stand out, appear more professional, credible and authoritative, as a writer, will help you. Book launches for the sake of it are completely pointless. You need a goal. Most people have a goal of selling books. This is not the right idea... They're way off the mark.



## How important are events like The Self-Publishing Conference to budding authors?

Professional conferences such as this, that are accessible, reasonably priced and provide real, helpful, actionable advice from experts are vital to the growth of this industry. Collaboration is imperative in publishing. I'm happy to share my experiences with the crowd, but hope I'll also get something in return – sharing ideas is how it works for us. I'm looking forward to chatting with authors and finding out what they've done, what worked, what didn't, etc.

Collaboration is why I've recently teamed up with a former client, YA fantasy fiction author, Abiola Bello, to create The Author School. The first class will be held in London on June 6th and it is going to be a really great way of working out what to do once the manuscript is written.



**Do you treat book launches for self-published and traditionally published authors differently?**

No, of course not! That would be strange. I do treat each book differently, though. Each is individual and a 'cut and paste' strategy doesn't exist for (successful) book publicity.

**What's the best piece of advice you would give to anyone thinking about self-publishing?**

Consider all of your options. Be armed with the facts. Don't jump into anything without talking to at least one person who has been there and got the self-publishing t-shirt.

You can contact Helen on [www.literallypr.com](http://www.literallypr.com)