

Pitching for Promotion: *Getting the Gig with Podcasters, Bloggers, and Reviewers*

with Matty Dalrymple



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— AUTHOR —



Download the slides at TheIndyAuthor.com/Pitching

Who am I?

Matty Dalrymple is the author of the Ann Kinnear Suspense Novels and Shorts and the Lizzy Ballard Thrillers. She also writes, speaks, consults, and podcasts about the writing craft and the publishing voyage as The Indy Author.

MattyDalrymple.com

TheIndyAuthor.com



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The Possible Pitches of an Author's Career



Agents



Editors



Promoters



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We'll focus on promoters who ...

- Accept *personal* pitches
 - Not services like publicists or blog tour organizers
- Promote you or your work at *no charge*
 - Not paid like Kirkus reviews
- Offer promotion through podcasts, blogs, and reviews



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The Opportunities and Benefits

Podcasts

- Explosion in popularity
- Intimacy of audio
- Depth of content
- Cost (just your time for the interview)
- Practice (honing your speaking / interview skills)

Blogs

- Great social media fodder
- Benefit of association
- Variety of media (e.g., website, video)
- Cost (just your time for the content)

Reviews

- Social proof of reviews, good or bad (understand the reviewer's policies)
- Cost (just providing the reviewer with your book)



Growing popularity

Podcasts

Content control

*Time efficiency,
audience targeting*

*Promotion of the author
as well as the book*

Reflection of craft skill

Blogs

Reviews

Easily sharable



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But first ... DIY or Hire a Pro?

Do It Yourself

- Invest time rather than money
- Be willing to wear a different hat
- Benefit over time
- Plan what you're going for

You represent yourself best

*You gain personal connections
as well as promotion*



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Hire a Pro

- Invest money rather than time
- Benefit from the pro's connections
- Blitz in support of a launch
- Understand what you're getting

You rely on their representation

You lessen personal connections

What we'll cover ...

- Find Opportunities
- Assess the Candidates
- Understand the Audience
- Do Your Prep
- Lay the Groundwork
- Seize the Opportunity
- Make It Personal
- Make It Easy
- Be Professional
- Deliver on Your Commitment
- Promote and Repurpose
- Deepen the Connection



Find Opportunities

Podcasts

- MatchMaker.fm
- PodcastGuests.com
- PodMatch.com
- InterviewConnections.com
- ListenNotes.com

Blogs / Reviews

Tap into:

- Writers' groups
- Genre groups
- Social media



But the best way to pitch yourself is to build a community and establish a connection.

Assess the Candidates

- Is their niche aligned with your topic?
- How wide is their social media reach?
- How actively do they promote their guests?
- Are their brand and values aligned with yours?
- Are there red flags in sources like Writer Beware?
- What podcasts or blogs do your current fans follow?

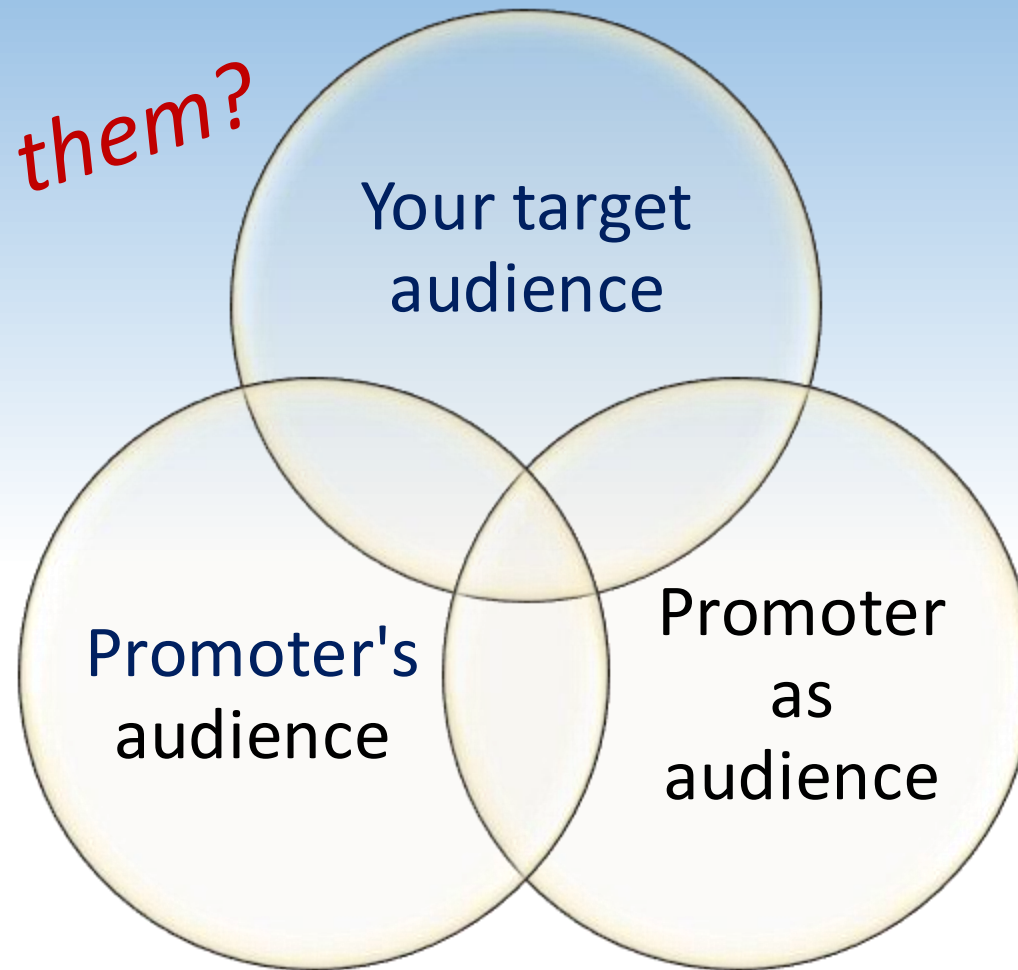


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Why narrow the list? Because these promotions are free, but your time has value, too.

Understand the Audiences & Interests

What's in it for them?



Do Your Prep / Lay the Groundwork

- Have experience with the *medium* you're pitching
- Have experience with the *promoter* you're pitching
 - You're asking the promoter to invest hours producing your episode / preparing the blog post / reading your book.*
 - Be willing to study at least one piece of their content.*
- Follow the promoter on social media and support / share their content before you pitch



Do Your Prep / Lay the Groundwork (cont.)

Identify several topics you can pitch that match the promoter's focus

Matty fiction examples:

- When an Extraordinary Ability Transforms an Ordinary Life
- Creating the Ticking Clock of Suspense
- A Sense of Place: When Setting becomes Character

Matty non-fiction examples:

- Podcasting for Authors
- Indie Publishing Your Short Fiction
- Publishing Tips for the Frugal Author
- Creating a Story Frame
- Indie Publishing in a Nutshell



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*Make sure all topics are relatable / useful
to the promoter's audience*

Seize the Opportunity

- Prepare for chance encounters – check conference speaker / attendee lists in advance
- Social media is an icebreaker
- Look for the right time
- Have your business card ready to offer
- Have your elevator pitch ready



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No hard sells!

Make It Personal

- Keep in mind the promoter's goals
- Address the pitch to an individual (no "Dear Sir / Madam")
- Reflect your familiarity with their work
- Link to your own online home base



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Make It Easy

- Keep it short and to the point
- Provide all the information in the format and timeframes requested (e.g., don't make the promoter have to find it themselves)
- Make it easy for them to contact you (and check your spam folder regularly!)
- Don't ask them to buy your book



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A Winning Pitch Template

As a long-time <reader / listener> of <promoter platform>, I especially enjoyed <content> about <topic>, <reason>.

I'd like to propose myself as a guest to talk about one of two related topics, <topic #1> or <topic #2>. I believe your audience could benefit <how>.

You can find examples of me addressing this topic at <link> and <link>, and you can find out more about me at my website, <link>. I have also included links to my social media accounts below.

Thank you for your consideration.

<social media links>

A Winning Pitch Example

As a long-time listener of The Indy Author Podcast, I especially enjoyed the recent episode about *Tips for Attending Writers' Conferences*, since this is a topic many introverted creators struggle with.

I'd like to propose myself as a guest to talk about one of two related topics, *The Shy Person's Guide to Being Your Own Publicist* and *Building Your Creative Community*. I believe your audience could benefit from the specific tips I provide about how to spread the word about one's own work in a way that is beneficial and enjoyable for you and your audience.

You can find examples of me addressing this topic with the West Chester Area Writer's Group, and you can find out more about me at my website, www.shypersonsguide.com. I have also included links to my social media accounts below.

Thank you for your consideration.

<social media links>

Be Professional

- Be on your best behavior
- Be upbeat
- One follow up if no response
- Don't take it personally if you don't get a "yes"
- Be flexible (e.g., re: timing of episode / post)
- Say thank you, even if you didn't get the gig



Deliver on Your Commitment

- Be on time
- Come prepared
- Give the same if the audience is 1 or 1M



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Promote and Repurpose

- Promote the content to all your followers on all your platforms (whether 1 or 1M)
- Repurpose content within the promoter's guidelines
- Repost content as long as it's relevant



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Sue Ellson <sueellson@sueellson.com>



To: Matty Dalrymple

Sun 10/15/2023 10:42 PM

Hi Matty

Thanks again for this amazing opportunity – you put so much work into this, especially with all of the sixty second excerpts as well.

I think I have captured all of the information at <https://sueellson.com/blog/embracing-your-own-online-brand-of-peculiar-on-the-indy-author-podcast/> and liked all of the social media and YouTube posts and subscribed to you as well! Phew. You can see where it has 'gone' on there.

I have added the videos online at <https://sueellson.com/videos-2023> and to my Sue Ellson Podcasts YouTube Playlist and Sue Ellson Videos YouTube Playlist.

I have added the podcast link at <https://sueellson.com/podcasts/>

I have added it to the list of publications at <https://sueellson.com/publications-2023/>

The above link will also be included in the newsletter I send out at the end of the month – on my website, LinkedIn Profile, LinkedIn page and email – around 6,000 subscribers.



*Sue Ellson, after our conversation on
The Indy Author Podcast on
“Embracing Your Own Kind of Online Peculiar”*

Deepen the Connection

- Nurturing long-term relationships pays dividends for you and them
 - Continue to engage on social media and elsewhere
 - Continue to share their content as appropriate to your brand
 - Alert them to content of interest to them



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More from the guests of The Indy Author Podcast ...

- #169 - The Do's and Don'ts of Working with Book Bloggers with Kristopher Zgorski
- #137 - Using Podcasts to Support Your Book Launch with Michelle Glogovac
- #194 - Tips for Attending Writers' Conferences with Jim Azevedo
- #188 - Moving Past Self-doubt to Promote Your Work with Shelby Leigh



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