

## Pitching for Promotion:

### *Getting the Gig with Podcasters, Bloggers, and Reviewers*

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#### The Pitches of an Author Career

- Agents
- Editors
- Promoters

#### 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
- Offer promotion through podcasts, blogs, and reviews

#### The Opportunities and Benefits

##### Podcasts

- Explosion in popularity
- Intimacy of audio
- Depth of content
- Cost (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 (your time for the content)

##### Reviews

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

#### 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 and gain personal connections as well as promotion*

#### 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 and lessen personal connections*

#### Find Opportunities

**Podcasts** – MatchMaker.fm, PodcastGuests.com, PodMatch.com, InterviewConnections.com, etc.

**Blogs / Reviews** – Tap into writers' groups, genre groups, social media

#### 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?

#### Do Your Prep / Lay the Groundwork

- Have experience with *the medium and the promoter* you're pitching
- Follow the promoter on social media and support / share their content before you pitch

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

### **Seize the Opportunity**

- Prepare for chance encounters – check conference speaker / attendee lists in advance
- Use social media as an icebreaker
- Look for the right time
- Have your business card and elevator pitch ready
- *No hard sells!*

#### **Make It Personal**

- Keep in mind the promoter’s goals
- Address the pitch to an individual
- Reflect your familiarity with their work
- Link to your own online home base

#### **Make It Easy**

- Keep it short
- Provide all the information as requested
- Make it easy for them to contact you
- Don’t ask them to buy your book

### **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>*

#### **Be Professional**

- Be on your best behavior
- Be upbeat
- One follow up if no response
- Be flexible (e.g., re: timing of episode / post)
- Don’t take it personally if you don’t get a “yes”
- Thank them (regardless of outcome)

#### **Deliver on Your Commitment**

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

#### **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

#### **Deepen the Connection**

- Nurturing long-term relationships pays dividends for you and them
- Continue to engage with them
  - Continue to share their content
  - Alert them to content of interest to them

### **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