

Creating Your Online Media Kit with Gregory A. Kompes

Authors are on their own when it comes to promotion. If you're a published author, or about to become one, you've heard from just about every source that your publisher isn't going to spend much time, effort, or money promoting you or your book. It's a truth you can count on in publishing almost as strong as the cliché about death and taxes. If you've self published, you are already hopefully planning on doing all your promotion yourself.

Media kits remain an essential part of self marketing and promotion planning. They provide background material and make the job of promoting you easier for writers, bloggers, journalists, radio & TV producers, and anyone else who is interested in learning more about you.

1. Author biography/personal profile
2. Headshot
3. Book cover art
4. Contact information
5. Fact sheet/Tip Sheet/One Sheet (PDF)
6. Media releases
7. Interview questions
8. Sample chapters/Galley Proof Request Form
9. Sample Review
10. Reviews
11. Blurbs & Endorsements
12. Book brochure or flyer
13. Seminars & Workshops
14. Appearances
15. Articles written about you
16. Awards
17. Clips
18. Cover letter
19. First person essay
20. Other books you have written
21. Reprint articles

The eBook, *Creating Your Online Media Kit* by Gregory A. Kompes, is available online at <https://amzn.to/31QAbZA>.

Gregory A. Kompes (MFA, MS Ed.) has written *Circuitous Course*, *15-Minutes to Enlightenment*, *Walk Quietly*, *Suddenly Psychic*, *Messages from The Three Sisters*, *Tamburlaine*, *Sky Pirates*, *The Middle Man*, *Flash Mob*, *First Dimension*, *Obsequies* (coming in 2021!), *The Queer Planet* series, and the bestselling *50 Fabulous Gay-Friendly Places to Live*. He is included in 14 anthologies, including *Chicken Soup for the Soul: What I Learned from the Dog*. Gregory served as a Subject Matter Expert during the development of Southern New Hampshire University's MFA program, where he now teaches author platform building, business of writing, editing and coaching, and fiction courses. GregoryAKompes.com.

