

## **POTENTIAL MEMBERS OF AN AUTHOR'S "DREAM TEAM"**

- writing coach
- writers' group
- workshop/retreat colleagues
- honest readers (alpha and beta)
- developmental editor
- line editor
- proofreader
- agent or publishing consultant
- platform advisor/strategist
- website developer
- publisher
- publicist
- distributor
- blurbers
- reviewers
- subsidiary rights manager
- designer (if self-publishing)

## **TEN QUESTIONS TO ASK IN SELECTING A PUBLICIST**

- 1) Can you provide an overview of the services you provide? (Discuss the differences between publicity, promotion and marketing to clarify.)
- 2) What genres of work do you typically work with? (fiction, NF, memoir)
- 3) What publicity/ promo efforts tend to be especially effective for my genre?  
(Discuss online vs offline)
- 4) What is the typical/recommended length of a campaign?
- 5) What will I be expected to do in conjunction with your efforts? i.e. social media
- 6) How will we work together? (e.g. initial strategy/planning, weekly check ins)
- 7) What results can I reasonably expect from your efforts?
- 8) What is your fee structure? How do you charge? Is there a retainer? A cap?
- 9) Would you provide the names and contact info for three other clients?
- 10) If we decide to work together, how soon can you begin?

Be sure to have a contract with your publicist. Review with counsel before signing.