

# So, you're published or even a speaker...

**...but who knows about you**

## *What can a publicist DO?*

Publicists often have lists of and/or working relationships with producers, editors, freelance writers, etc. in various areas of expertise from which any wise author/speaker can profit.

Publicists are creative people. They're the essential link between your know-how, the media, and your target audience.

Publicists can stay focused on publicity, freeing the small publisher or speaker to work on sales, presentations, and other important functions.

They provide straightforward advice and ensure that all the appropriate media have access to your story.

**Action  
Strategies**

*Action and Results!  
Building publicity  
Booking media opportunities*

**(819) 770-2899**

**Action Strategies offers  
a specialized package  
for authors & speakers:**

*The self-publisher's special:*

- Planning session with a marketing/ communications plan
- Media list development
- Speech booking & development  
Media kit
- Ongoing Radio & media interview booking
- Media monitoring
- Promotional events

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