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## **Your Role as Author**

Authors should see themselves as keystones in the marketing and promotion of the project. As your publisher, we are responsible for a certain amount of publicity and marketing, but you, as author, assume the role of primary spokesperson and salesperson. We encourage you and invite your active participation with the RPI marketing team's efforts. Below is a list of our expectations of the author (much of which is included in your publishing agreement). We have also included additional ideas for promoting yourself and your project. This is by no means exhaustive, and we encourage your creativity. Please keep us informed of your efforts so we can collaborate with you.

**AUTHOR INFORMATION:** Provide complete information and updates with biographical details, background on the project, and key contacts. In addition, your preference for bio copy/content for promotional materials and on the back cover. Furnish at least one good photograph of yourself for publicity purposes, preferably 5"x7", black and white. High resolution (min 300dpi) digital images (JPEG or TIFF) are acceptable.

**ENDORSEMENTS:** As soon as you have a final draft, send it to your list of potential endorsers. Furnish at least three endorsements of your manuscript from authorities, experts, and even the target audience. These are for promotional literature and for use on the back cover of the book. Endorsers may submit their endorsements as an email or hard copy to the acquisitions editor.

### **MARKETING AND PUBLICITY PARTNER:**

**CONTACTS:** Furnish a list of professional organizations, publications, newspapers, etc., that could potentially provide a review of your book. Our marketing department will see to it that they receive a review copy. Include contact information.

**DIRECT MAILINGS:** Mail postcards announcing your book to friends, associates, etc. (RPI marketing will provide up to 500 postcards. Please compile your list and let us know how many you will send out so we can have them printed.)

**PUBLICITY TOUR:** Develop a "Publicity Tour". Notify us of your scheduled personal appearances. With appropriate lead-time, we will ship books/promotional materials in time for your appearance:

1. Conferences (local, regional, national)
2. Workshops (local, regional)
3. Other talks and presentations
4. Book signings at local booksellers
5. Local cable & radio interviews
6. Local periodical reviews/interviews (newspapers, city magazines, etc)

## **OTHER IDEAS FOR PROMOTING YOUR BOOK**

**PAID ADVERTISEMENTS:** Some authors have taken out paid advertisements in professional publications, diocesan newspapers, etc. If you wish to do this, we will develop the copy and layout for the ad.

**WEBSITE:** Create your own web site. This is a very common practice. Websites are now very affordable. If you go through hosting services such as CatholicWeb.org, or other professional groups they will often add a link to your site or include you on their index. You can either design it yourself or have them do it for a nominal cost and we can provide recommendations for content. If you set up a website, let us know so we can add a link from our site and help you with a link to our site.

**EVENTS:** If appropriate, develop a workshop, seminar, or retreat around your book and begin presenting it at local and regional levels. This will provide you with greater visibility and increase the possibilities for national organizations and events to invite you to speak.