Book Press Release Template

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FOR IMMEDIATE RELEASE

[A Captivating Headline]

[Optional Sub-header That Builds On The Headline]

[CITY, STATE, Month Date—] First or lead paragraph that summarizes the rest of the press release. You want to concisely give the reader the benefits to both reading the rest of the press release and your book.

Body paragraph(s): Give a more detailed description of your main points. You want to give enough information that it's clear that your book is worth reading, but you want to keep it as short as possible. Be engaging and remember: Inform, don't promote.

Quote or book review and an image: If you have any high-profile book reviews or a notable quote, you add that here, in between your body paragraphs. You can also include a high-resolution image of your book cover here.

Body paragraph(s): You can also add a link to purchase your book in the body of the press release. Remember to use third person through the body of the press release.

Boilerplate: Jane Doe is a prolific author, having published 12 books in the last 4 years. She is best known for personal development books that teach productivity hacks to business owners. She has sold over 20 million copies of her books since she began writing in 2004.

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