



Media Ready, Media Savvy: The Media Workbook for Authors

By Alison Hill

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The Media Ready, Media Savvy workbook walks authors and aspiring authors through the steps to develop powerful, concise messages about their books and their own lives. Developed from a workshop for authors, seasoned media professional, Alison Hill guides participants through the difficult work of extracting the nuggets of interesting and media-worthy aspects of their lives to construct various levels of messaging to use with the media. The book discusses author platforms, media pitches, targeting the media and making contact. The 8x10 glossy paperback workbook includes text and lined pages for writing responses to the exercises. If you stumble when you're asked "What's your book about?" or "Tell us about yourself", then this workbook is for you.

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The Media Ready, Media Savvy workbook walks authors and aspiring authors through the steps to develop powerful, concise messages about their books and their own lives. Developed from a workshop for authors, seasoned media professional, Alison Hill guides participants through the difficult work of extracting the nuggets of interesting and media-worthy aspects of their lives to construct various levels of messaging to use with the media. The book discusses author platforms, media pitches, targeting the media and making contact. The 8x10 glossy paperback workbook includes text and lined pages for writing responses to the exercises. If you stumble when you're asked "What's your book about?" or "Tell us about yourself", then this workbook is for you.

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Editorial Review

About the Author

Alison Hill's rich background as an Emmy nominated producer, investigative journalist, reporter, writer, and host, offers a unique industry insider perspective. She has written and produced hundreds of programs for commercial and public television in the U.K. and the U.S., including an award-winning documentary. Alison is a regular contributing journalist for BBC Radio news programs and writes articles for websites. She lives in Durham, North Carolina with her husband and two rescued tabby cats, and is currently working on a horror novel.

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