**Online Press Kit** (what to include)

By Karen Whiting (www.karenwhiting.com)

* Pitch to show hosts why you would be of benefit to the audience.
* Bio including some fun information (hobbies, fascinating facts)
* Book title, cover photo, and description
* Talking points
* Your photos including a headshot and one that looks more animated.
* Testimonials from readers
* Testimonials/excerpts from other interviews.
* Contact information (If you can choose to have a button to quickly email you know it’s a place spiders roam to grab your email and send junk and spam to you. Check with a web designer on how to set this up to prevent spiders from spamming you).
* Links to audio and video clips (it can be a FB video you uploaded to Youtube as it helps host know how you speak/sound). Also, add upcoming interviews.
* Covers from your related books, each with a one-two sentence description
* Ordering information
* Clips about you
* Links to book reviews
* Business card
* You can add to contact you for booking, suggested interview questions, and more information.

Some of this information may be on your site. If so, use those pages as part of the press kit. Check out author sites to see what they include and how they do it.