

PR Hacking Procedures Doc

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Overview

Purpose: The purpose of the campaign is to find relevant authors with unreleased or newly-released books who will do interviews for the podcasts at [Rich20Something Podcast](#).

Objective: The goal is to create a steady stream of both famous and “niche” authors, consistently interviewing on both shows. We will leverage these bigger names to move up the iTunes charts and maintain front page iTunes coverage.

Assets

Aside from this doc, you'll be using:

- The [guest interview campaign spreadsheet](#) to organize and track leads
- Our account on [whorepresents.com](#) to determine the PR/media contacts for various celebs/authors.
 - <http://www.whorepresents.com/>
 - Login: XYZ
 - Password: XYZ

Process

Step 1: How to find relevant authors with upcoming books

The first step to the process is finding authors/books will fit the tone of either show.

A.) You can do this by browsing the [upcoming books category in Amazon](#).

B.) Look on the left sidebar. You will see categories of all the books being released. Generally, we'll stick to non-fiction. But if there is a fiction book that ties in with our audiences' interests, or the author is a really big name, go for it.

C.) Select a book that fits with the Rich20Something podcasts.

Here's a non-exhaustive list of the topics addressed on the podcasts — feel free to use your judgement re: author/book selection. These are simply guidelines:

For the Rich20Something Podcast, look for authors/books on:

- General Entrepreneurship
- Startups
- Generation Y/Millennial topics (20's)
- Lifehacks
- Confidence/success
- Productivity
- Technology
- Internet Marketing/copywriting

Special note: Although we are trying to build our network to encompass hundreds of authors, we want to give special preference to NYT bestsellers, celebrities, CEOs, politicians, TV personalities, athletes, etc. Look for these types of authors first.

After you've found a potential book, make sure that the publication date is upcoming or just released.

Remember, the advantage here is that a book needs is publicity the most when it's launching. We need to take advantage of the period when most PR reps are likely to say "yes" to any and all coverage.

Not everyone that we ask will say yes to an interview, so we need to have several of these in the works at all times. If we assume slightly less than half will agree (being conservative) then we can shoot for 5 contacts per week.

That means this you must locate and contact 10 publishers per week.

If we assume a 40% success rate, each show will have 8 interviews/month with quality authors. 2 per week + any other content we decide to run. Very nice.

IMPORTANT: After you're done with this step, fill all the info in on the [quest interview campaign spreadsheet](#) to organize and track leads.

Step 2: How to find publisher contact information

Once you click on the book from the Amazon menu (make sure it's the physical book and not the Kindle version), scroll down the page and look for the publisher information.

You'll see 3 pieces of relevant information here:

1. The publisher
2. The publication date
3. The seller

[See all Editorial Reviews](#)

Product Details

Print Length: 352 pages

Publisher: Harmony (March 25, 2014)

Sold by: Random House LLC

Language: English

ASIN: B00FIN2HMS

Text-to-Speech: Enabled

X-Ray: Not Enabled

Lending: Not Enabled

Amazon Best Sellers Rank: #5,198 Paid in Kindle Store ([See Top 100 Paid in Kindle Store](#))

#3 in [Kindle Store](#) > [Kindle eBooks](#) > [Business & Money](#) > [Women & Business](#)

#6 in [Books](#) > [Business & Money](#) > [Women & Business](#)

#77 in [Books](#) > [Self-Help](#) > [Success](#)

Would you like to [give feedback on images](#) or [tell us about a lower price?](#)

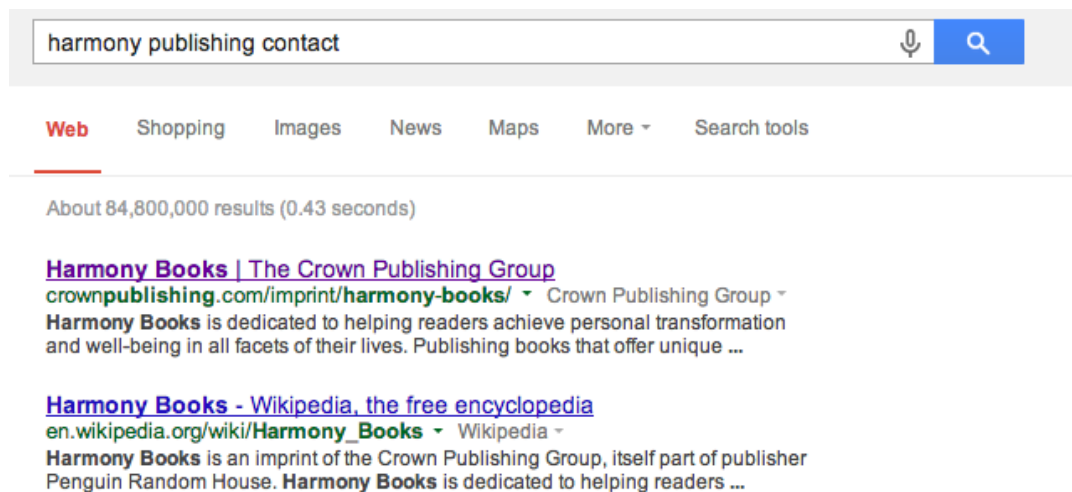
Customer Reviews

We want the publisher information. Usually the publisher is an imprint of the seller. In this case, Harmony is an imprint of Random House. Each imprint has different contacts. It may be helpful to keep a running list of different contacts at each imprint once you start making these connections more frequently. That way, you won't have to search online every time.

Next, go to Google and simply run a search for the contact info at the imprint you're looking for. In this case, when I search "Harmony Publishing contact", I see that Crown Publishing comes up.

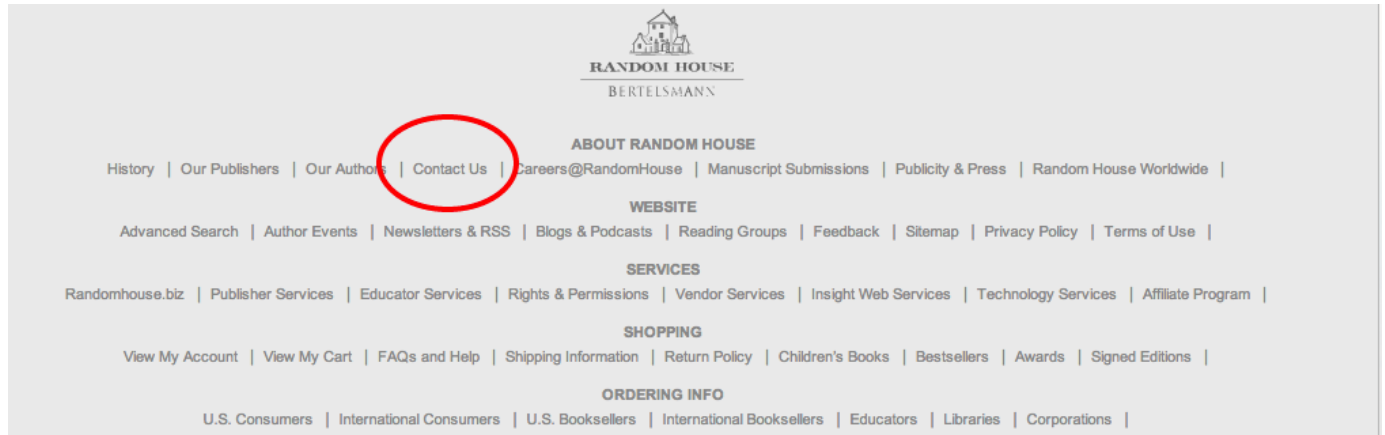
This means that Harmony is actually an imprint of Crown, which is an imprint of Random House (the big house).

So basically: Random House >> Crown Publishing Group >> Harmony Publishing



This is good info for you to know as you dive in and do more complex searches. Once you get to the page, you'll want to look for contact information. **Specifically, for media/press looking for review copies.**

Typically, this information will be found in the footer. Usually, you can just click "contact us" and you'll be taken to the right information:



Then, you're taken to:

For inquiries regarding product availability, ordering information, status or shipment, billing, defective merchandise, or returns, please check our [Frequently Asked Questions](#) or [e-mail Customer Service](#).

Publicity Information
To request review copies and author information from individual imprints, please send e-mail to the appropriate address below.

Unfortunately, we **cannot** forward e-mail to authors, nor can we give out authors' e-mail or postal addresses. However, you can always contact Random House, Inc. authors by mailing a letter to them in care of their publisher's publicity department at: **1745 Broadway, New York, NY 10019 USA**

We will do our best to handle all inquiries.

Ballantine Bantam Dell Books
BBDPublicity@randomhouse.com

Children's Publishing
1745 Broadway, 10th Floor
New York, NY 10019
rhkidspublicity@randomhouse.com

Crown Publishing Group
crownpublicity@randomhouse.com

Doubleday, Nan A. Talese, Doubleday Religion, Currency, Black Ink/Harlem Moon, Doubleday Graphic Novels
ddaypub@randomhouse.com

Knopf
knopfpublicity@randomhouse.com

Pantheon/Schocken
pantheonpublicity@randomhouse.com

Random House Audio Publishing Group
audio@randomhouse.com

Random House Reference and Information Publishing
1745 Broadway, 15-3
New York, NY 10019

Random House, Villard, Random House Trade Paperbacks, Modern Library
atrandpublicity@randomhouse.com

Vintage Books and Anchor Books
vintageanchorpublicity@randomhouse.com

Permissions & Copyright
All requests to reproduce material published by Random House LLC must be via permissions.randomhouse.com.

Academic Marketing
To order desk copies:
Random House, Inc. is pleased to provide complementary desk copies of any adopted text. One desk copy is available for every twenty

Bingo. This is exactly what we want. Review copies FTW!

Now, as you can see, Harmony Publishing isn't listed. But per our research, we know that Harmony is really Crown. So go ahead and email them.

PRO TIP: You can see all the contact info for all of Random House's other imprints here. You might as well just save that information so that you don't have to go searching for it all the time.

Now you're ready to email the publisher and request a review copy.

IMPORTANT: After you're done with this step, fill all the info in on the [guest interview campaign spreadsheet](#) to organize and track leads.

Step 3: How to request a review copy from the publisher

This process is actually surprisingly easy because since only "real" media companies even know to request a review copy, simply asking for one partially validates the fact that you need it.

Basically, all the emails should have the same template. Over time, when you get more familiar/friendly with the contacts at each publishing house (and you will...), you won't need to follow this format.

For now, here's how it should look:

SUBJ: Interviewing [Insert author name]. Requesting review copy.

Hi,

My name is [INSERT NAME] and I work for [Daniel] at [Rich20Something].

We'll be interviewing [AUTHOR NAME] about his/her new book [INSERT BOOK NAME] and need to prep the team.

Would you be able to provide a review copy?

Thanks!

[NAME]

At this point, one of two things will happen:

Scenario one:

The publisher responds back, says "ok" and asks for the address.

So your response would be:

Great!

You can mail the copy to:

[INSERT ADDRESS]

Do you need anything else on our end?

Thanks,
[NAME]

Scenario two: The publisher wants to “poke test” you to see if you have credibility. This is typical gatekeeper stuff. Don’t be deterred.

They might ask you something like, “What outlet is the going to?”, or ask you to confirm readership/credibility.

For Rich20Something, you can say:

The interview will be syndicated in our column on The Huffington Post, where our content routinely gets over 1 million views per article.

It will also be distributed on our personal network of blogs, podcasts and streaming video channels (Rich20Something, Lifehack, Under30CEO, etc) to reach our loyal fans who routinely buy products we recommend.

At that point, 95% of the time, they will say “ok, great” and ask for the address.

Great!

You can mail the copy to:

[INSERT ADDRESS]

Do you need anything else on our end?

Thanks,
[NAME]

Any tough situation that doesn't fall within these guidelines, ask me for advice on how to handle.

IMPORTANT: After you're done with this step, fill all the info in on the [guest interview campaign spreadsheet](#) to organize and track leads.

Step 4: Writing the review/show notes

After the publisher has agreed to send a review copy and you receive it, we will need to create detailed notes about it so that I can skim and understand what the book is about.

To be created:

- Show notes to put on the blog/podcast post
- 10+ detailed questions about the material that probe the author to give deep, thoughtful feedback.

When completed, please place all that info in a separate google doc, make it visible and editable by everyone, then place it in the appropriate category in the [spreadsheet](#).

This should be done at least 72 hours before the show tapes so that I have time to prep.

IMPORTANT: After you're done with this step, fill all the info in on the [guest interview campaign spreadsheet](#) to organize and track leads.

Step 5: How to find the author's PR rep/management info

After you talk to the publisher, track down the contact info for the PR/media/management of the author/celebrity.

The first place to look is the WhoRepresents database. We have an account for this. The info is:

- <http://www.whorepresents.com/>

- Login: XYZ
- Password: XYZ

The system is pretty easy to figure out, just type in the name of the author and see if they are there. Many celebs and authors are, so this should be a huge help.

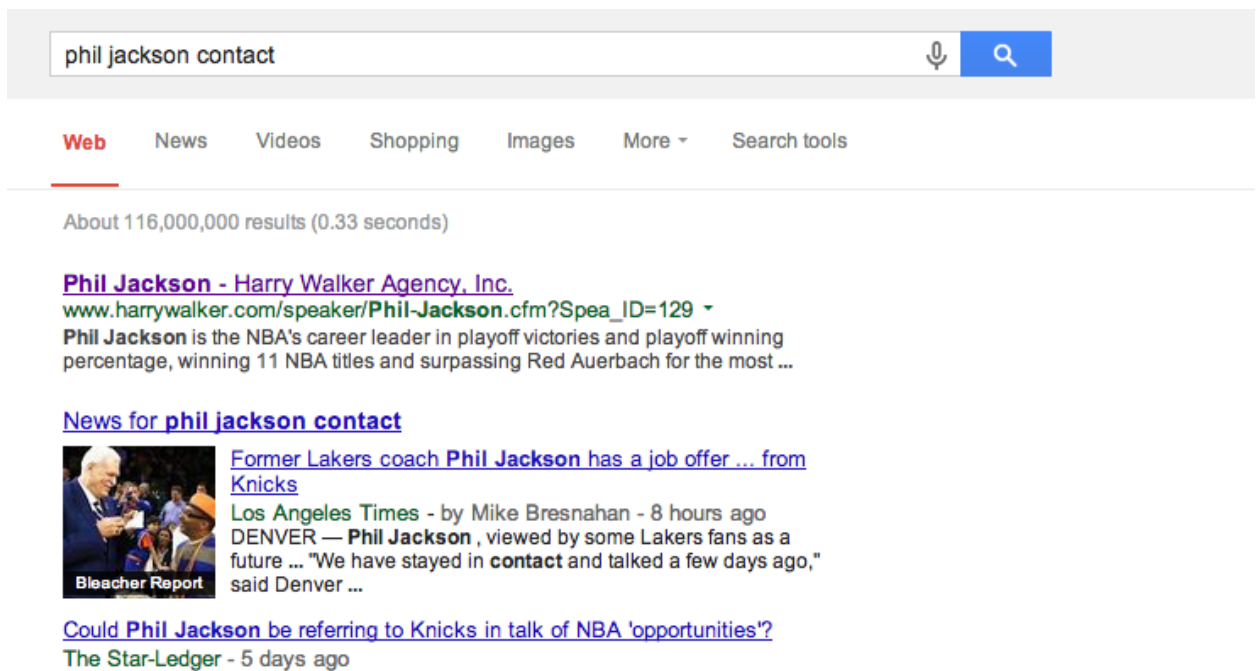
You want to find whoever handles their media or PR. If you can't find that, go with an agent or manager. Essentially, you want to find someone who has decision-making power with the author directly and can influence their schedule. So think outside the box on that one if you have to.

If you can't find the person on WhoRepresents, you'll have to go to Google.

The best way to start would probably be to search: "AUTHOR NAME contact"

Alternates could be "AUTHOR NAME management" etc

For instance, Phil Jackson wasn't listed on WhoRepresents, so I found this:



The screenshot shows a Google search interface. The search bar contains the text "phil jackson contact". Below the search bar, there are navigation tabs for "Web", "News", "Videos", "Shopping", "Images", "More", and "Search tools". The search results indicate "About 116,000,000 results (0.33 seconds)". The first result is a link to "Phil Jackson - Harry Walker Agency, Inc." with the URL "www.harrywalker.com/speaker/Phil-Jackson.cfm?Spea_ID=129". The snippet for this result states: "Phil Jackson is the NBA's career leader in playoff victories and playoff winning percentage, winning 11 NBA titles and surpassing Red Auerbach for the most ...". Below this, there is a section titled "News for phil jackson contact". The first news item is from Bleacher Report, with a thumbnail image of Phil Jackson and the headline "Former Lakers coach Phil Jackson has a job offer ... from Knicks". The snippet for this article reads: "Los Angeles Times - by Mike Bresnahan - 8 hours ago DENVER — Phil Jackson, viewed by some Lakers fans as a future ... 'We have stayed in contact and talked a few days ago,' said Denver ...". The second news item is from The Star-Ledger, with the headline "Could Phil Jackson be referring to Knicks in talk of NBA 'opportunities?'" and a snippet indicating it was published "5 days ago".

So you can see his agency is there. Now, if you click on the link, you see that Harry Walker Agency is actually a professional speaking agency. They book celebs/authors for speaking engagements. Those are paid, private events. Most likely they are not his management — but the next step would be to call and ask.

So I just went to the link, clicked on contact and found their info:

The screenshot shows the website for The Harry Walker Agency. The header includes the logo 'HWA THE HARRY WALKER AGENCY' with the tagline 'DRIVING THE CONVERSATION FOR 67 YEARS'. Navigation links include 'HOME', 'ABOUT HWA', 'OUR REPUTATION', 'FIND A SPEAKER', 'PROGRAMMING IDEAS', 'NEWS', and 'CONTACT'. A 'FIND A SPEAKER' sidebar offers search options: 'By Name', 'By Category', 'By HWA's Exclusive Speakers', 'Frequently Asked Questions', 'Meet Our Team', and 'Event Solutions'. The main content area is titled 'HOW TO CONTACT US & REQUEST INFORMATION' and provides contact details for The Harry Walker Agency, Inc. at 355 Lexington Avenue, 21st Floor, New York, NY 10017, with phone number (646) 227-4900. A disclaimer states the form is for speaking engagement requests. At the bottom, there are checkboxes for receiving speaker ideas and HWA E-News, with a red asterisk indicating required fields.

IMPORTANT: After you're done with this step, fill all the info in on the [guest interview campaign spreadsheet](#) to organize and track leads.

Step 6: How to contact the PR/management for the authors

Important note here: although there will be email contact info, ALWAYS try to get PR/management on the phone. Email is a filter that blocks unimportant people. Phone is more direct and much more likely to get a response.

The most important factor here is to leverage the credibility of the publisher to book the interview.

The phone call usually goes like this:

- 1.) Receptionist answers
- 2.) If you know the name of the PR manager/agent you need to speak to, ask for them by name. If you don't know the specific manager you need to speak to, ask for the person that represents the AUTHOR.
- 3.) You'll be asked your name/credentials, say:

You: “My name is [INSERT NAME] with [Rich20]. We’ve been authorized for an advance copy of [AUTHOR’S] book by their [PUBLISHING HOUSE] and I’m calling to set up an interview time.”

4.) The receptionist will transfer you to the correct manager.

5.) The manager will answer:

Manager: “Hi, this is BLAH. How can I help you?”

You: “Hi this is [INSERT NAME] with [Rich20]. We’ve been authorized for an advance copy of [AUTHOR’S] book by their [PUBLISHING HOUSE] and I’m calling to set up an interview time.”

The manager will probably ask for something about credentials, audience or market, etc. They want to know your reach, and if it’s even worth their time. Defer to the same copy you used to speak with the publisher.

For Rich20Something, you can say:

The interview will be syndicated in our column on The Huffington Post, where our content routinely gets over 1 million views per article.

It will also be distributed on our personal network of blogs, podcasts and streaming video channels (Rich20Something, Lifehack, Under30CEO, etc) to reach our loyal fans who routinely buy products we recommend.

At that point, the PR manager could confirm or deny you on the spot. But most likely need to check the author’s schedule.

Give them your contact info and have them get back to you.

IMPORTANT: After you’re done with this step, fill all the info in on the [guest interview campaign spreadsheet](#) to organize and track leads.

Step 7: Daniel interview author

Only instructions: CRUSH IT.