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For over six years **TC Boutik** has been the “go-to” PR and marketing experts for small businesses, **authors**, and women business owners. It is our pleasure to help you increase your image and bottom line.

If you are an emerging author, publisher or self-publisher looking to add more credibility and exposure to your book, look no further! Let the experts at **TC Boutik** lead your Book Publicity and marketing needs.

[Contact us](#) today for a complimentary 30 minute consultation for more personalized approach.

Wishing you Dynamic Success,  
Antoinette Sykes, MBA

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## PR & Marketing Campaign Services

### Cadre of Offerings

- **Virtual Tour** – TC Boutik hosts and promotes you via a Virtual Book Tour (VBT). Our top-notch and creative VBT offers online bookings to include online radio appearances, guest blogger appearances, ePublications features, author sites, live Q & A author tele-seminars and other online avenues that will create a buzz for your book.
- **Press Releases** – TC Boutik creates press releases that add “pop” and enhance the overall presentation. When applicable, press releases are created with a current event/hot topic theme. If unsure of how to distribute, let TC Boutik develop a targeted media list for distribution and distribute accordingly.
- **Author Website** – TC Boutik creates a web presence for the book in an effort to drive traffic for book purchases. If you have a website already, great. Our team will offer a website analysis to review your marketing content and uncover new ideas to help you sell some books. If you do not have a web presence, TC Boutik will create one for you.
- **Media Kit Design** – TC Boutik will create a head turning and well-designed press kit that includes:
  - **Sell sheet** – book details, book cover art, author photo & book synopsis
  - **Author bio** – an eye catching authentic description of the author
  - **Press Release** - Creatively written to “pop” and enhance the overall presentation and at times tied to a current event/hot topic.
- **Video** – TC Boutik creates a video trailer that nicely highlights the book graphics, the message and you as an author. The video trailer is perfect for marketing your book and capturing the essence of your message, your story. Video trailers leave the viewer wanting more; while also entertaining the viewer which leaves them remembering your book and your name. It includes your book cover, royalty free music & art work for added accents; all combined with creative text to deliver the best book trailer - yours to keep and upload to your website. All that is needed from the author is a JPEG of the book image and a summary of the book. The summary should tell what the story is about, move on the emotions to later be displayed in the video and should not be longer than two pages in length. At TC Boutik, we carefully craft & capture your story, your message, in a creative manner and bring it to life in video.



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## PR Campaigns

- **Bronze| 6 Weeks - TC Boutik will kick off a hometown local media campaign that includes** customized press releases created and distributed to local papers, TV, targeted magazines, columns, Internet blogs, ezines and other websites accordingly. When possible, the press release is tied to a current event theme for maximum exposure. TC Boutik prepares a dynamic press kit that includes a press release, book sell sheet to include author bio and specific title. This is distributed locally to a targeted media list and resources. Short on local media in author's hometown? No problem. TC Boutik will gladly extend and research best surrounding areas to obtain and saturate coverage to include local TV and radio. Lastly, included in this package is a professional book website consisting of up to 3 pages and corresponding email addresses. Each site will have a link or button "buy now" that is a direct purchase from your publisher or other vendor where book can be purchased.
- **Silver| 3 months – If you are looking for a more extensive package with a regional/statewide focus**, this is for you. The Silver package is inclusive of the bronze package options with a focus on statewide coverage. TC Boutik will look for media with a state-side focus, such as premier newspapers which may be a part of the top 100 media list. Press kits will be sent to state focused magazines and other publications with substantial circulation. Again, the professional book website is offered. The book website consists of up to 3 pages and corresponding email addresses. Each site will have a link or button "buy now" that is a direct purchase from your publisher or other vendor where book can be purchased.
- **Gold| 6 months - TC Boutik will kick off a national media campaign that includes** customized press releases and distribution to top 100 newspapers, TV, targeted magazines, columns, Internet blogs, ezines and other websites accordingly. This national media campaign will also include up to 6 local book signing/tours per the authors availability. In addition, where applicable a current event theme is tied to the press releases or a "hot topic" type of approach as we pitch stories to the media. TC Boutik works with the author to prepare for interviews and appearances with mock question-n-answer sessions. Lastly, included in this package is a professional book website consisting of up to 3 pages and corresponding email addresses. Each site will have a link or button "buy now" that is a direct purchase from your publisher or other vendor where book can be purchased.



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**Customized & 12 month Media Packages available; [please inquire for more information.](#)**

- **Other services** include book release parties, media coaching, pitch letters, and booking appearances for online and offline events.
- Ask about our **Book Events**, such as Book Club parties & Book Signings.

**TC Boutik** offers a unique marketing and PR service for authors and writers that is sure to garner maximum exposure and ultimately sell books! TC Boutik is with you from the onset to assist you getting the word out. We offer strategies to help you build your fan following and readership; while strategically aligning you with the media, audience, and others who want to know more about your message and your book. We are excited that you have shared your story, now let us help spread the word about your story. Let us expose you by building an author platform to include online book campaigns and promotions, press releases, author bookings, blogs & websites/eZines, local and national media coverage, plus “out of the box” PR & marketing methods. TC Boutik publicists work hand-in-hand with authors to prepare them for interviews accordingly with mock questions to maximize their marketability factor.

[Contact us](#) today to begin.