

1. Author Bio: The bio is good for author blog and website ... should be about 200 words... it should have name, place of birth or where you currently live, what you do(or did) for a living, what you've written, your education, quirky hobbies, or interesting travel experience. Anything that will make you stand out and professional.
2. Press Release: should focus on the unveiling of your new work. It should be brief and succinct... one page should do... include newsworthy information about your book or about you as an author. Include upcoming events... it might be a good idea to omit from your press kit press release to keep the article timely a month or two down the road. (more to come)
3. Sample Author Q & A: a list of interview answers and responses about you and your book. Include questions about your background, your inspirations, your favorite writers, future projects, etc. (great for online interviewers, bloggers, internet radio hosts who want to help promote your work.
4. Specific Information about your book: This is where you the author talk about your book and what makes yours different. Why did you write this book? Did you feel that there was a gap in the market for this type of story or series of poems? Does the story shed a new light on a common issue? Is it that a lot of people can easily relate to the topic? Is it a story set in a place or time that is quite significant? As the author, do you have a unique background different from most authors? (convince the reader that your story is interesting enough for their audience.”
5. Excerpts: keep a series of different excerpts from your story available upon request. You may want to copy out the first few chapters and format them in .pdf form that can be downloaded from your website or blog at the same time as the press kit and also in print just for those interested for a sample.
6. Reviews: if available, editorial reviews, testimonials, links to relevant media content like links, audio files, video files/trailers, and any awards.

Most people like to have the press kit in .pdf format because it is easier to upload into a website or blog page, but it is still a good idea to have a few copies in print and on hand to hand out to local retailers bookstores library readings, or other speaking events. It should also be on your website or blogs.