1. Platform:
Pro:
Con:
Don’t buy the lie:

Who are you called to reach?

2. Brand Foundation

Value Proposition: WHY should I care?

People make judgements by: words - images - actions

3. Media and PR

Media, and readers, do judge books by their cover and judge you by your brand (in about ten seconds!) Media kryptonite:

4. Christian and Secular Media

It’s possible to have both kinds of media outlets book you, or run stories

Before publishing - are you unnecessarily limiting your audience? Are you creating walls with coded language?

5. Strategy

Don’t be intimidated: Media are always looking for stories. Make it easy for them to say “yes”

Your Pitch: Brief, customized, professional, and did I mention, brief?

Confidence - How would a multiple NYT bestselling author pitch?

Writing a pitch, and any marketing copy, is as foreign to many writers as another language.

Pitch goal:

Start small and collect badges (media logos) along the way.

www.MikeLoomis.CO
Mike Loomis helps people develop, write, and launch their dream books. Since starting and selling two businesses, he’s a strategic partner to bestselling authors, ministries, publishers as well as startups, and aspiring messengers.

Co-wrote with Gary Smalley on the late author’s 2015 release.  
Co-wrote with Texas Governor, Greg Abbott on his 2016 release. (Simon and Schuster)  

Branding and marketing with internationally-known authors and ministries.  
He and his wife live in the mountains of Colorado with their pet moose.  www.MikeLoomis.C0

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