

Get Your Book Noticed with Television Publicity

by Sanyika Boyce

Are you getting the exposure and recognition YOU deserve as an expert and Author? TV publicity is a powerful way for you to grab the attention of the media and get free exposure for your book to attract more clients and build your business.

As a financial expert and author of several books on personal finance, I regularly harness the power of TV publicity to build credibility of my “Financial Fitness Coach” brand and add value by showing individuals looking for real and relevant money tips how my books can help them make smart money moves.

Recognition. Acknowledgment. Exposure. Validation. Creditability.

These are just a few of the benefits of harnessing the power of TV publicity and most certainly outcomes that YOU deserve to receive as an Author from your peers, future readers and the media. One of my favorite books is, “Think and Rich” by Napoleon Hill, to quote from the classic book, “As knowledge is acquired it must be organized and put to use, for a definite purpose, through practical plans.”

As an Author you have researched, organized and written your book with the definite purpose of sharing it with others. Your book is a tangible way for you to be confirmed, affirmed and get noticed as someone who “knows your stuff?”

Harnessing the power of TV publicity for your book allows you to gain the competitive advantage and achieve expert status in your industry. As an Author the media can help get the word out to new readers of your books and connect people with your information they need to move their lives forward powerfully. Not only have you written the book that makes you an expert but chances are your business is multi-dimensional and you can harness the power of TV publicity to get exposure in other ways also.

If you’re a coach you already consult with clients one-on-one to help them discover their full potential to move their businesses and lives to the next level, TV publicity will allow you to coach thousands - possibly even millions of viewers. All of whom are potential clients that you have never gotten the chance to be introduced to otherwise.

Being a speaker allows you touch audiences in profound ways with your message and inspire hope and possibility. Being on TV is a tremendous platform for you to showcase your talent and get valuable footage for your speakers demo. Successful entrepreneurs can use media exposure to communicate to potential customers that their business exists to provide services and solutions to make their lives run smoother.

If you are practicing Professional, the years of educational experience and training you’ve acquired qualify you to solve problems and get results for your clients. TV

publicity allows you to communicate how and why you are the professional of choice in a crowded marketplace.

The bottom line is this, with all the insight, information and expertise that you possess, others need to know **WHAT** you know. But more importantly they need to know **WHO** you are, and **HOW** you can help them. You're not "just" an Author and business owner. You're a marketer of your solutions and services. It is your responsibility to let others know that you have the information they seek, the solutions they want and the services they need.

Advertising is one aspect of marketing that every Author should actively use, however adding TV publicity to your overall marketing strategy and leveraging of the power of the media to **GET NOTICED** is an even more effective, and cost effective way to attract potential clients, make more book sales and gain respect in your industry. Harnessing the power of TV publicity will allow you to impact and reach a whole new audience with your message. Your book deserves to get noticed. Let TV Publicity help you get the work out.