

What To Include in A Digital Press Kit

Cover image of the book

Your bio (150 – 200 words) + bio photo

Synopsis of the book

Positive reviews and/or book blurbs

All images low res so they are easily downloadable and shareable online.

What to Include in a Physical Press Kit

Your business card, preferably one created especially for the book with the cover image (or a portion of it, as I did for my *Desire to Inspire* business card) on one side and your information on the other side.

A glossy single sheet with the cover image, the synopsis and a few positive reviews. This can all be on one side of the page, or you could put the cover image on one side and all the other details on the backside.

Your bio (150 – 200 words) + bio photo

Depending on where it is being sent and what your marketing budget is, you might even want to include a copy of the book.