



tandem literary

PUBLICITY & MARKETING

WHO WE ARE

Gretchen Koss and Meghan Walker have a combined total of nearly 40 years experience in book publishing. We have worked with debut authors and repeat bestsellers on nearly every kind of book imaginable—commercial and literary fiction and story collections; celebrity bios; memoirs; advice and self-help; and narrative non-fiction including history and politics. At a time when in-house staffs are shrinking and budgets are tight, the Tandem team can give an author specialized attention and work collaboratively to tailor a campaign that complements the publisher's plans and enhances a book's visibility across a wide variety of platforms. We can be hired independently of one another—Meg for marketing and Gretchen for publicity—or as a team to work in tandem, building a completely integrated marketing and publicity campaign. Get in touch. We're happy to tailor a plan to suit your needs.



WHAT WE CAN DO FOR YOU

Individually, we are strong. In tandem, we are unstoppable.

Do you need to reach a bunch of niche sites and blogs and special-interest groups but have no time to build and work the lists? Are you an author who is poised to break out and want to augment your publisher's efforts on a year-round basis to take you to that next level? **Then hire Meg.**

Need an outside publicist to book your tour or pitch your book for review and feature coverage in national and local markets? Need an industry professional with the best media contacts to pitch you to television and radio shows? **Then hire Gretchen.**

Have a big book that absolutely cannot fail? Need help building an integrated campaign where marketing and publicity work in tandem? **Then hire the Tandem team.**

"Meghan Walker and Gretchen Koss are two of the most impressive talents in publishing. Together they are unbeatable. They bring creativity, dedication, insight, and a welcome dose of humor to every project. We consider ourselves incredibly lucky to have worked closely with them in the launch and development of Spiegel & Grau, which benefited immensely from their publishing savvy, energy, and innovative thinking."

—CINDY SPIEGEL and JULIE GRAU, Publishers,
Spiegel & Grau, a division of Random House, Inc.

See the next page for a list of services

For complete bios please visit us at www.TandemLiterary.com

(212) 629-1990

Info@tandemliterary.com



"Here's a go-to shop if ever there was one: Gretchen and Meghan are complete pros who bring nearly 40 years experience to the publishing table—but they somehow still bring the energy (and the hearts and souls) of wunderkinds to every campaign."

—IVAN HELD, President, G.P. Putnam's Sons

MARKETING SERVICES

ONLINE MARKETING: Meg will research special interest and niche websites and blogs. Once she's built lists of outlets best suited to your book, she'll write targeted pitches and conduct outreach to each venue aiming for reviews, interviews, content syndication, and selection for book salons.

THIRD-PARTY CROSS-PROMOTION: Meg will research organizations and associations with constituencies interested in your book and reach out to them about ways to promote to their membership. She can identify products and brands appropriate for promotional tie-ins and seek to procure prizes for contests and giveaways. Meg will direct leads back to the publisher's publicity department for possible speaking engagements or events and to their special markets department for potential bulk sales.

CONSULTING: Meg can help an author get established in the realm of social networking and blogging, advise on ways to build a website that suits the needs of a book and an author's long-range career goals, and strategize with an author on tactics to build and maintain a fan base year-round.

COPYWRITING: Meg can write insightful reading group discussion guides, selling catalog and flap copy, and targeted text for websites, e-blasts, and newsletters.

"Meghan did incredibly thorough outreach to bloggers for *The Great Derangement* which resulted in reviews and repeated mentions on all the top political blogs. Not only does Meghan have a great understanding of how to promote a book online, she approached the marketing of my book as if it were a bestseller from day one. Thanks in large part to her enthusiastic efforts it became one."

—MATT TAIBBI, author of the
New York Times bestseller *The Great Derangement*

PUBLICITY SERVICES

AUTHOR TOURS: Gretchen will supplement publisher or author sponsored reading tours by booking local media and additional bookstore visits in all tour markets.

"Through an endless summer of touring for *In the Heart of the Sea*, it was a tremendous relief and a joy to have Gretchen by my side. She worked tirelessly, never losing sight of a single detail. I didn't expect that I'd become friends with my publicist, but I ended up gaining a good friend in Gretchen. I would recommend her to anyone."

—NATHANIEL PHILBRICK,
author of *In the Heart of the Sea*,
Sea of Glory, and *Mayflower*

REVIEW & FEATURE COVERAGE: Gretchen will pitch book review and features editors at long lead and weekly magazines as well as at national and regional newspapers.

NATIONAL & LOCAL BROADCAST MEDIA: Drawing on her long list of contacts and relationships formed over years in the business, Gretchen can pitch a book to national media outlets such as NBC's "The Today Show," ABC's "Good Morning America," Oprah, CBS's "The Early Show," CNN, MSNBC, and Fox News to name a few.

RADIO PHONER CAMPAIGNS: Gretchen can arrange national and local radio interviews such as National Public Radio, local NPR affiliates, and popular syndicated drive time programs.

PRESS MATERIALS: Gretchen can craft press releases and customized pitch letters and can work with an author to draft in-depth and thought-provoking Q&As as a valuable part of a complete press kit.

ONLINE MEDIA: Gretchen will pitch stories and interview opportunities to all of the top websites and blogs.

Get in touch today! • (212) 629-1990 • Info@tandemliterary.com