

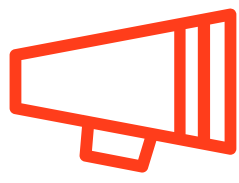
# PUBLICITY

VS

# SOCIAL MEDIA

## WHAT DOES YOUR BOOK NEED?

PR is better for...



Established authors

Industry experts  
(non-fiction authors)

Print books.

Long term impact.

\$\$ to \$\$\$

SM is better for...



Debut authors.

Growing your expertise  
(and fan base).

E-book only.  
(Sorry).

Long term impact.

\$ to \$\$

YOUR STORY CAN SHAPE OUR WORLD.  
LET US FIND YOU AN AUDIENCE.

LEARN MORE AT:  
[WWW.PRBYTHEBOOK.COM](http://WWW.PRBYTHEBOOK.COM)