

Should I let my publisher's promotion person know about school & library appearances I arrange myself?

Q: I do a lot of speaking in schools and libraries, both locally and in other cities. Should I let my publisher's promotion person know about these even though I make the arrangements myself?

There are a number of advantages to keeping the publicist or promotion person informed of your travel plans and speaking engagements.

- It shows you are in demand.
- It demonstrates that you actively promote your books.
- It provides the publisher the chance to sell books to places you visit.
- It may generate other speaking engagements through the publisher.

It also provides an opportunity to stay in touch with your publisher on an on-going basis. The updates of your speaking schedule should be sent in writing, but these will establish a relationship for when you call to talk with the publicity or promotion staff. 2:3/94