

10 Questions to Ask Before Hiring a Literary Publicist

This is an extra resource to go along with the original article:

[*Do Authors Need PR?: Tools for Writers Series*](#)

1. Do you charge per event or do you prefer to receive a monthly retainer?
2. How much do you charge?
3. What is your experience with marketing books in my genre?
4. Can you provide an overview of how you'll promote my book?
5. What type of publicity do you recommend for promoting my book and why?
6. Do you have any author references I may contact?
7. May I see samples of your work with similar clients?
8. Who will I work with on your team? Just one person or multiple people?
9. What results should I expect as a first-time author?
10. Will you train me before I sit for interviews?