

Absolute Vengeance (The Alex Shepherd Story)

By

C.W. Lemoine

Communications Plan

Presented by:

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P U B L I C I T Y
Author and Book Promotion, Simplified.

EXECUTIVE SUMMARY

This communications plan has been developed to elaborate further on the public relations proposal presented to C.W. Lemoine. This plan will outline the media relations/publicity objectives, strategy, and tactics for the release campaign of “Absolute Vengeance (The Alex Shepherd Story)” by C.W. Lemoine. The timeline is tentative and subject to ARC availability, media outreach results etc.

The messages in this plan seek to increase awareness about the book among its target audiences, and to position C.W. Lemoine as an established author in the suspense/thriller genre. This public relations campaign relies on strategic partnerships and earned media – both digital and traditional. The campaign will begin in July 2017 and end in November 2017.

TITLE OVERVIEW

Publisher:	Self
Title:	Absolute Vengeance (The Alex Shepherd Story)
Digital ISBN:	TBD
Print ISBN:	TBD
On Sale Date:	Fall 2017
Author:	C.W. Lemoine
Genre	Suspense/Thriller

SITUATION ANALYSIS

C.W. Lemoine is the author of terrorism thriller/suspense novels in the *Spectre* series. Having already published six novels in the series, he is now self-publishing the first book in a spin-off series titled “Absolute Vengeance (The Alex Shepherd Story)”, releasing September 19, 2017.

The author’s previous books have been self-published; he has had some coverage in the regional media in his local market in Louisiana.

C.W. Lemoine’s military background makes him a strong candidate for media coverage. He is a former Air Force Reserve pilot, where he flew the F-16 and accumulated one thousand hours including a combat tour in Iraq. He has also flown for the Navy and is currently in the Navy Reserve, where he flew F/A-18A+ Hornets for four years. C.W. Lemoine is a POST-1 certified law enforcement officer (Sheriff’s Deputy in the same department as the main character of the book).

COMMUNICATION GOALS AND OBJECTIVES

The primary communication goal is to increase awareness about C.W. Lemoine and his work, with a focus on the upcoming release: “Absolute Vengeance (The Alex Shepherd Story).”

Communication Objectives:

- Secure media interviews, particularly broadcast, and other speaking opportunities for C.W. Lemoine, leading to an increase in visibility for the author and/or his novels
- Draft and distribute press materials in an effort to secure a measured increase in positive media coverage about “Absolute Vengeance (The Alex Shepherd Story)”
- Generate interest in C.W. Lemoine’s novels, particularly the upcoming release: “Absolute Vengeance (The Alex Shepherd Story)”
- Establish terrorism thriller/suspense novels as an appealing genre among readers and patriotic residents in targeted markets

AUDIENCES

- Media/reporters and residents in the author’s local market
- Media/reporters and residents of Louisiana, Texas, Florida, and East Coast (Spectre series’ feeder markets) as specified under “Tactics”
- Readers of military or terrorism thriller/suspense novels in the United States and the targeted geographic locations mentioned above

KEY MESSAGES

- C.W. Lemoine, a **patriot and former Air Force pilot** who has done a **combat tour in Iraq**, has a new release coming up: “Absolute Vengeance (The Alex Shepherd Story)”
- “Absolute Vengeance (The Alex Shepherd Story)” was written based on **real-life inspiration**

- C.W. Lemoine is a **thought leader** on flying, pilots, Air Force, Navy, and thriller/suspense genre

STRATEGY

Leverage C.W. Lemoine's military background to generate interest among the media and public in targeted markets, specifically using C.W.'s position as a thought leader in aviation as he has already published (viral) posts on Air Force / Navy airpower discussions.

TACTICS

Media Relations:

- Draft and distribute communication materials to targeted media in Louisiana, Texas, Florida, and East Coast, with primary focus on the author's regional market. Specifically targeting the following locations:
 - Louisiana (Lafayette, Baton Rouge, Gulfport, Pensacola, and New Orleans)
 - D.C.
 - Miami
 - Chicago
 - Charlotte
 - San Antonio
 - Houston
 - NYC

- Distribute print and digital ARC of the book to trade publications and relevant media outlets to secure early reviews
- Research award nomination opportunities and handle submission
- Look for military related news and monitor breaking news stories and leverage into media opportunities, when appropriate
- Targeted outreach for signing events, radio/TV interviews, and newspaper placement
- Targeted outreach to media outlets that cover mystery/thriller novels and military news/issues stories
- Schedule a radio tour prior/leading up to the book launch
- Support speaking/book signing/launch events with media outreach for placement in local newspapers, TV, radio, and online community calendars

Events:

- Library outreach to secure video/Skype chats with mystery book clubs
- Launch signing and party at local Barnes and Noble organized by C.W. Lemoine; portion of the proceeds goes to St Tammany Parish Deputy's Association
- Outreach to mystery conventions to secure speaking events, sponsorships and/or reader giveaways (in collaboration with author)
- Seek signing opportunities through outreach to Indie bookstores, local Barnes and Noble (already contacted by the author), and Tulane bookstore (as the author graduated from there)

TIMELINE

- July 2017
 - Develop press materials
 - Create ARC mailing list
- August 2017
 - Develop pitch and media list for interviews
 - Pitch to secure endorsements
 - Distribute ARCs (Cliff to handle once list is provided)
 - Targeted media outreach in mid/late Aug to secure radio tour
 - Outreach to secure early reviews
 - Outreach to mystery conventions and bookstores to secure speaking and signing events
- September 2017
 - Targeted media outreach to secure radio tour leading up to book launch
 - Follow up outreach to continue securing reviews and print/broadcast media placements
 - Outreach to mystery conventions and bookstores to secure speaking and signing events
- October 2017
 - Research award nomination opportunities and handle submission

EVALUATION

- Media monitoring: keep track of press placements and collect press clippings
- Draft monthly reports which include work completed, press clips, and work to be completed the following month