

Explanation of the Process for Obtaining Your Reviews/Interviews

Promotion á la Carte is honored to have the job of landing reviews and interviews for you. Here's a rundown of what to expect.

Step One

After you've filled out your information form, we'll compile a letter about you and your book and email to over 100 interviewers and reviewers.

SUBMISSION LETTER EXAMPLE

Submitting a New Book for your consideration Inbox | X

! Aggie Villanueva to bcc: April, bcc: Barba [show details](#) Jul 20 (3 days ago) Reply

Greetings,
My name is Aggie Villanueva and I'm representing author and poetess Joyce White. I'm writing to submit to you a request for a review, and/or an interview for one or both of her companion books.

I've included below information to help with your decision. Should you accept Joyce's book(s) for review or want to schedule her for an interview, she has a pdf file of the book available upon request or can ship you the print version, and I will put you in contact with her to finalize details. Thank you so much for your valuable time. I look forward to hearing from you. Have the best day ever.

These two are companion books:
Book 1: *Sculpting the Heart: Surviving Depression with Art Therapy* by Joyce White
Book 2: *Sculpting the Heart's Poetry While Conversing with the Masters* by Joyce White

Categories: Nonfiction, Poetry/Art/Art Therapy/Depression/How-to/Self-help.

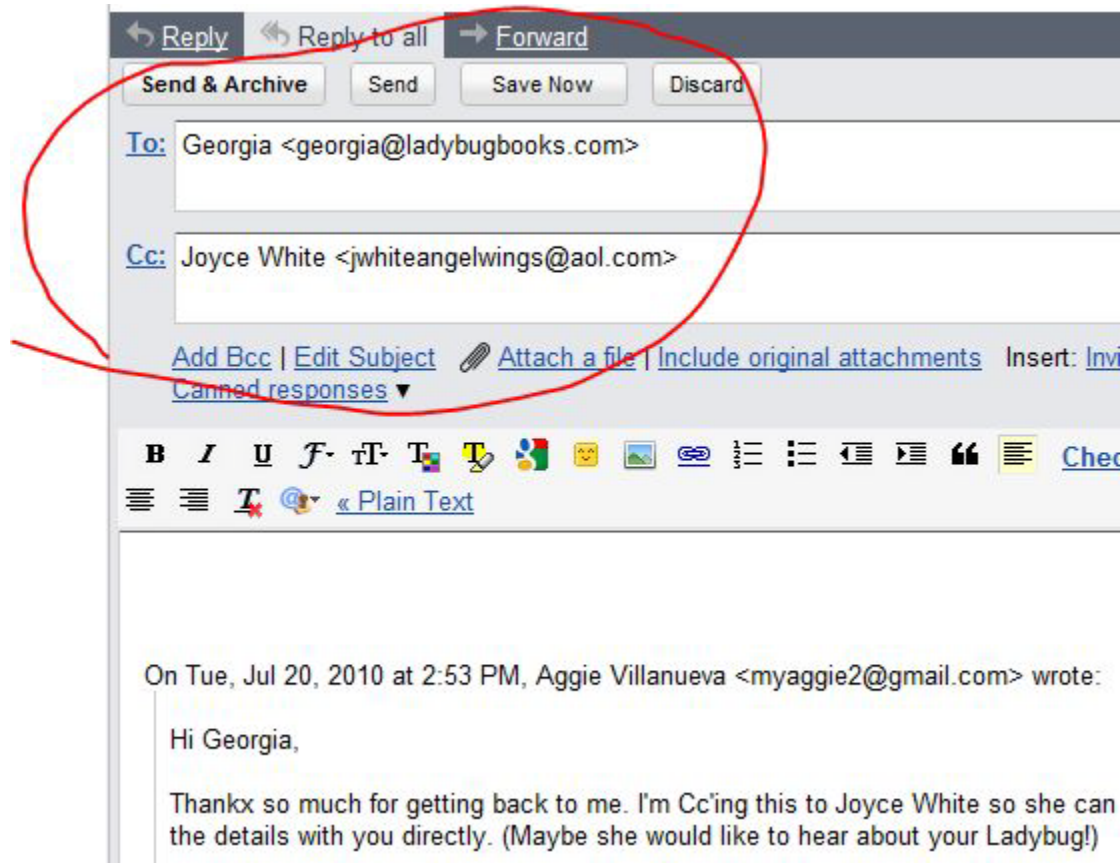
American Author's Website **Sculpting the Heart Website:** <http://www.sculptingtheheart.com/>
<http://www.wingedforarttherapy.com>

Book 1 in the Set
Sculpting the Heart: Surviving Depression with Art Therapy,
by Joyce White

Step Two

When the acceptances start coming in you may feel overwhelmed getting several acceptances per day. Don't panic. Here's how it will work. You will receive the email I sent each person who accepts, because I will CC (Carbon Copy) it to you.


CC (Carbon Copy)



In other words, each email I send you will include the acceptance by a new interviewer/reviewer, but many will be included within that original submission letter I sent to them. This is because they just hit reply to write back to me.

First you'll see what I wrote to them (not you, although you are receiving it too).


WHAT I WROTE...

 **Aggie Villanueva** to Barbara, Joyce [show details](#) Jul 21 (2 days ago) [Reply](#)

That's great, Barbara. How fun, these are both clients that I set up interviews for at No Limits. Gives me a good feeling inside! I'm Cc'ing this to Joyce White so she can finalize details with you. If there's anything else you need just holler. You have the best day ever. P.S. What a cute lil girl icon!

- Hide quoted text -

On Wed, Jul 21, 2010 at 8:36 AM, Barbara <bassetbarb@aol.com> wrote:



Aggie, I have an opening on my October 14th. No Limits, Blog Talk Radio show. The other guest is Gina Holms. Let me know if Joyce would like the spot.

Barbara M. Hodges
barbaramhodes.com

Just scroll down right under my letter to them to see what I'm answering to. There you'll find what they wrote, what they want from you, i.e. your print book mailed to them, or electronic version emailed to them, more information, etc.


WHAT THEY WROTE

★ Aggie Villanueva to Barbara, Joyce [show details](#) Jul 21 (2 days ago) [Reply](#)

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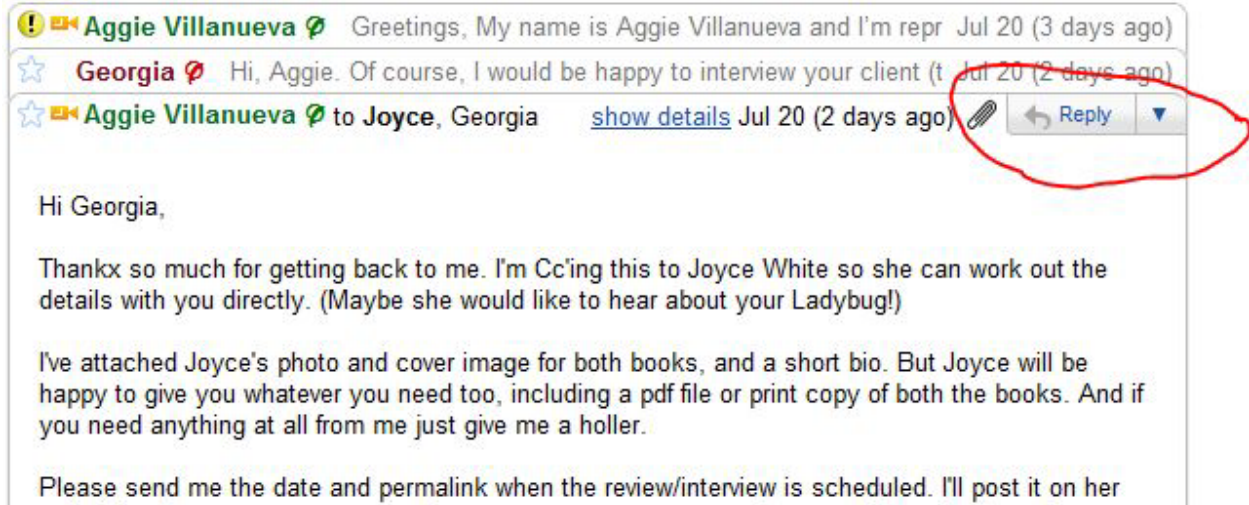
Barbara M. Hodges
barbaramhodes.com

Then you just hit "Reply to All." This will automatically send me a copy of your letter to the new interviewer/reviewer. And each time you correspond with them do the same thing, hit "Reply to All" and we will all three have copies of all correspondence for our records.

REPLY TO ALL

Submitting a New Book for your consideration Inbox | X

Promotion a la Carte JOYCE WHITE | X



In this pictorial example you click the down arrow beside the circled word “Reply” which gives you a drop down box where you may choose “Reply to All.” This example is from *Gmail*. All email suppliers work a little differently.

Doing it this way simplifies it for everyone by keeping all emails in one large email. Unless the interviewer/reviewer responds by sending a separate/new email, we will all have just one email that includes every interviewer/reviewer who wants to schedule you.

If the interviewer/reviewer started a separate email when they wrote back to me (and I Cc’ed it to you) hitting “Reply to All” won’t get me a copy. In this case just hit reply, and under the subject bar click on CC (not Bcc) and add my email address in the CC bar line. This is how I did it in the first example above “CC (carbon copy).”

Step Three

Promotion á la Carte creates for you a *Schedule of Appearances* page at our site. Check this page often to make sure you didn’t overlook any emails from us with a new interview/review for you.

PARTIAL SCHEDULE OF APPEARANCES page

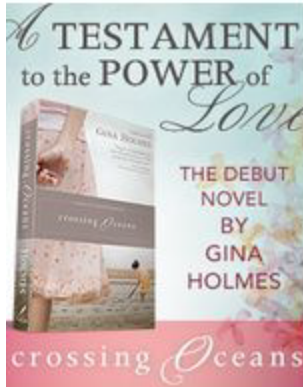
Gina Holmes Schedule of Appearances: Courtesy Promotion à la Carte



Crossing Oceans

by Gina Holmes

[Purchase your own copy now!](#)



INTERVIEWS

August 18, 2010. [Naomi Giroux interview at Best Seller Club, Coffee With an Author](#)

date pending [Dallas Woodburn interview at Dallas Woodburn's Writing Life](#)

date pending [Catherine Terry interview At Home with Christian Fiction](#)

date pending [Roseanna M. White interview at Christian Review of Books](#)

date pending [Ivy Reischer interview at Knit Spirit](#)

date pending [Rita Jett interview at Not Another Romance Blog Interview](#)

October 14, 2010. [Barbara M. Hodges Red River Writer No Limits Radio Interview](#)

date pending [Denisse Alicea at The pen & Muse Review and Interview?](#)

date pending [Felice Gerwitz Media Angels Radio Interview](#)

date pending [The Funky Writer Show Rob Batista Interview August 26?](#)

date pending [Page Readers Nanci Arvizu Interview](#)

REVIEWS

July 9, 2010 [Review by Tamela Quijas: At Your Fingertips and at Amazon.](#)

July 12, 2010. [Fran Lewis Review](#)

date pending [Dallas Woodburn review at Dallas Woodburn's Writing Life](#)

date pending [Tammie King review at Night Owl Reviews](#)

date pending [Catherine Terry review At Home with Christian Fiction](#)

Step Four

Each time your interviewer/reviewer gives you the date and permalink where your interview/review appears make sure you send it to us so we can add to your *Schedule of Appearances* page.

And as always, contact us anytime with any questions. We're here to serve you.

Aggie Villanueva

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