

Book launch press release template

Replace everything in [brackets] with your own words, delete every gray line like this one, then search for [to catch leftovers. Page 2 shows this template filled in.

FOR IMMEDIATE RELEASE

[Book Title] author [Author Full Name] [releases or reveals] [the news for readers, with a number where you have one]

[One-line summary in italics: the single plan, promise, or hook the book gives readers, in under 25 words]

[CITY IN CAPITALS], [State or Country], [Month] [Day], [Year] -- [First sentence: the author with one credential, what they release or reveal, and the book title, in 35 to 45 words]

[The heart of the news: the framework, story, or central idea the book gives readers, in a sentence a journalist can quote]

[Concrete takeaways: three to five tips or findings from the book, each backed by a number or a specific example]

[Where readers go next: the book title with ISBN, publisher, formats, price, and retailers for a launch, or the author website that carries the books]

"[Why this book and its advice matter to readers now, in one or two sentences]," said [Author Full Name], author of [Book Title].

About [Company Name]

[About the author, in 60 to 100 words: verifiable career facts such as prior books, years in the field, broadcast or speaking platform, and what the author does now]

Write this once and reuse it word for word under every release.

Media contact

Name: [Full name]

Title: [Job title]

Phone: [Phone number]

Email: [Email address]

Web: [Company website]

Use a number that gets answered outside office hours and a direct email, not info@.

###

Reference copy for reading. Fill in the Word version: mediabookboost.press/press-release-templates/book-launch

Filled example: Book launch

This example is rewritten from a real release Amaradio published June 11, 2026 on the MarketersMEDIA newswire; it is author publicity, not a launch announcement. [Read the published release.](#)

FOR IMMEDIATE RELEASE

Faithful with Finances author Anthony Joseph Amaradio reveals five ways to save money automatically

Amaradio recommends the 10-10-80 Giving and Saving Lifestyle Plan: 10 percent giving, 10 percent savings, 80 percent expenses.

ALISO VIEJO, California, June 11, 2026 -- Anthony Joseph Amaradio, the author of Faithful with Finances and Founder and Chief Strategist of Select Portfolio Management, Inc., shares five practical methods individuals can use to automate their savings and build stronger financial habits.

Amaradio frames the habit as a matter of faithfulness: in the same way people work at living their faith, they should be faithful with their finances.

His five methods: build a budget that removes waste, since skipped coffees save \$25 to \$50 a month; automate transfers so savings never sit in the spending account; collect cash back, such as 3 percent on gas or groceries; ask card issuers for a lower rate; and cut fixed monthly bills.

He is the author of Faithful with Finances, with more resources at anthonyamaradionews.com.

"A penny saved is a penny earned," said Anthony Joseph Amaradio, author of Faithful with Finances, who teaches that money you never spend is the only money you have truly gained.

Anthony Joseph Amaradio is a financial strategist and the founder of two wealth management companies. He hosted the radio show Market Talk for more than two decades and developed one of the first comprehensive wealth management models in the United States. Now focused on philanthropy, he wrote Faithful with Finances and co-wrote Faithful with Much: Breaking Down the Barriers to Generous Giving with his wife Carin.

Media contact

Name: Anthony Joseph Amaradio

Title: Founder and Chief Strategist, Select Portfolio Management, Inc.

Web: anthonyamaradionews.com

The published release routes contact through the newswire's Send Email form; list a direct email and phone journalists can reach.

###

Extras for book launch releases

Top mistakes that get releases ignored

- Pasting jacket copy as the synopsis instead of writing it as news.
- Leaving out retailer links, so interested readers have nowhere to go.
- Announcing on publication day with zero reviewer lead time, when reviewers need the book weeks earlier.

Headline formulas by genre

Fiction: [Author] releases [Title], a [genre] novel about [premise]

Nonfiction: [Title] by [Author] reveals [finding or promise]

Self-help: [Title] gives [audience] a [method] for [outcome]

Business: [Author], [credential], publishes [Title] on [topic]

Two conventions worth knowing

Holding the story for a specific date? Replace FOR IMMEDIATE RELEASE with EMBARGOED UNTIL [date, time, timezone].

The three hash marks tell journalists the release has ended. UK and EU outlets write ENDS instead; both work.

Ready to send it? MediaBoost shows you the exact outlets before you pay and publishes within 48 hours: mediaboost.press