



MARKETING YOUR BOOK

Courtney LeBlanc

Author of:
Her Whole Bright Life
Exquisite Bloody, Beating Heart
Beautiful & Full of Monsters

Social Media

- Use Facebook, Instagram, Twitter/X, TikTok, etc. to promote your work.
 - Create posts for new poems/essays as they are published, especially pieces included in your collection.
- Create posts that link to pieces from your collection that have been published in journals, tag the journal and include the pre-order link. Most journals will retweet/share.
- Once your collection is published ask people to tag a picture and post it on social media and tag you and the press. Retweet/repost the pics.
- Also utilize social media to promote other poets and writers by retweeting/reposting - being a good literary citizen by promoting others is just a good practice!
- Podcasts: Do you regularly listen to a book/writing-related podcast? Reach out to the hosts!

Readings & Local Literary Community

- Attend readings and reach out to curators/organizers to participate. Don't expect to be added to the lineup for a reading if you've never attended. Again, be a good literary citizen!
- What's available in your local community?
 - Is there a writing center that hosts readings?
 - A recurring reading series at a coffee shop?
 - Does the local wine bar, et host readings?
- Start your own reading series!

Collaborations & Connections



- What connections do you already have that you can tap into?
- Does your alma mater have a poetry group or host readings? Many do alumni readings. Do they have a newsletter they can send out that includes a link to your new book?
- Connect with other writers published by the press:
 - If you're going to be in their city reach out and see if a joint reading can be coordinated! Help promote each other!

Previously Published Work

- Presses/journals that have previously published your poems can be helpful promoting your work.
 - Create posts that quote a poem/essay that's included in your manuscript, tagging the journal that originally published it. Include the link to order your book. Most presses will repost without being asked but you can also create a more generic post/graphic and send it to each press that has published a piece in your collection, asking them to post it to help spread the news

Years later I will spend hours getting my entire left arm tattooed, a delicate sleeve that my second husband does not like—he cannot comprehend how they make me feel beautiful.

~ from *Would You Ever Get Your Spouse's Name Tattooed?* (originally published in *Bourgeon*)



Available for pre-order
www.CourtneyLeBlanc.com


Instead of imagining it broken between my dogs' strong jaws, I think of it in my husband's hand, its small body protected, its feathered frame safe.

~ from Poem Ending With a Nestling Cradled in My Husband's Large Hand, originally published by *Burgeon*



Available for pre-order
www.CourtneyLeBlanc.com

"I'll show her the brutal beauty of grief..."
~ from *The Plains Speak Grief*, originally published by *Heimat Review*



Now available for pre-order
www.courtneyleblanc.com

Reviews

- Formal
 - Independent Book Review
 - If you have connections to other journals or presses that write reviews, reach out and offer the eARC of your collection
- Informal
 - Amazon, Goodreads, Barnes & Noble - all these websites allow reviews.
 - Ask your friends and family to leave a review, once your book has 50 reviews on Amazon, it triggers the algorithm and will begin "suggesting" your book when other people purchase poetry.
- It should go without saying that you too should leave reviews! Don't ask others to do it if you aren't also doing it!

Website / Newsletter / Email

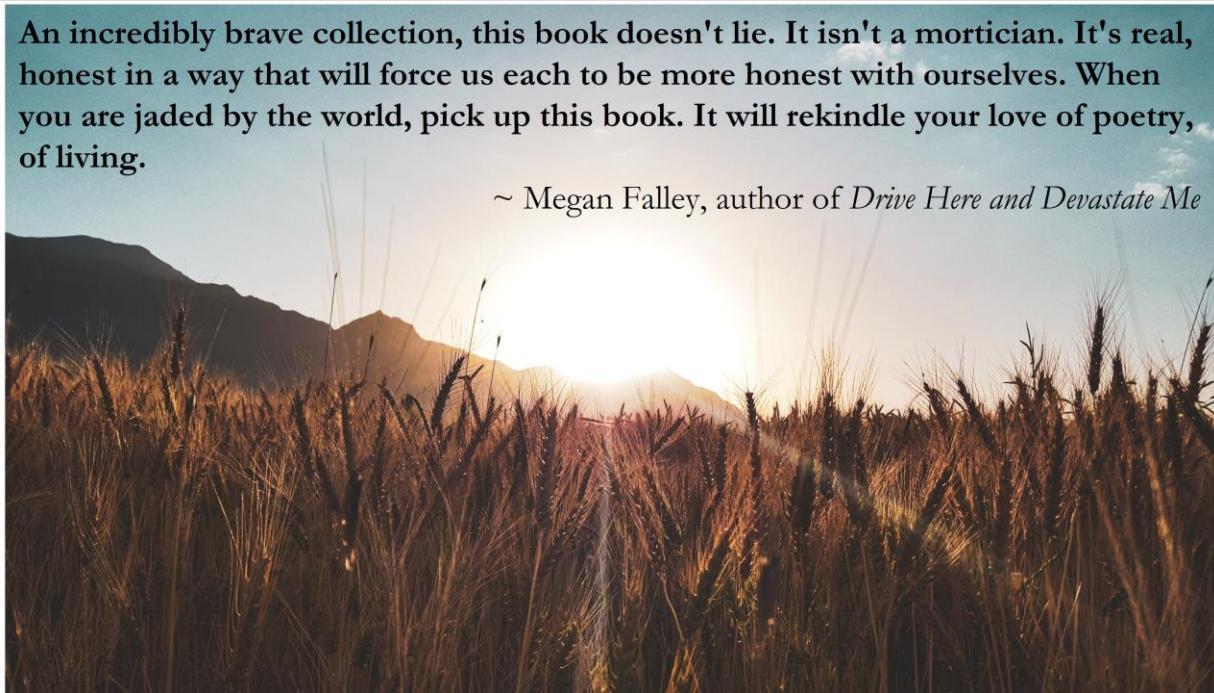
- Have an updated, easy-to-navigate website. Include links to your poems/work and the order link for your book.
- Create and send your newsletter with the link to pre-order your book. If you don't have a formal newsletter, send an email to friends/family with the link.
 - Don't spam everyone you've ever emailed - the email should go to people who have some level of friendship/relationship with.
- Newsletter
 - Mail Chimp
 - Substack

Blurbs

- Blurbs can be used for more than just the back cover of your book. Create posts utilizing the blurbs for your book.

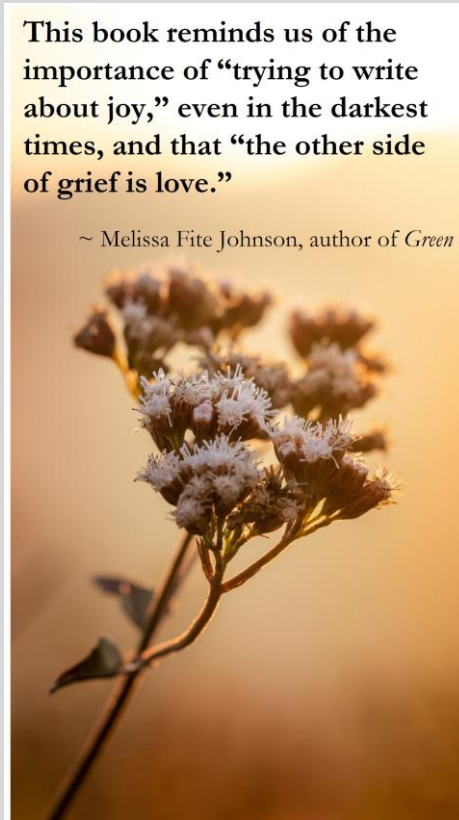
An incredibly brave collection, this book doesn't lie. It isn't a mortician. It's real, honest in a way that will force us each to be more honest with ourselves. When you are jaded by the world, pick up this book. It will rekindle your love of poetry, of living.

~ Megan Falley, author of *Drive Here and Devastate Me*



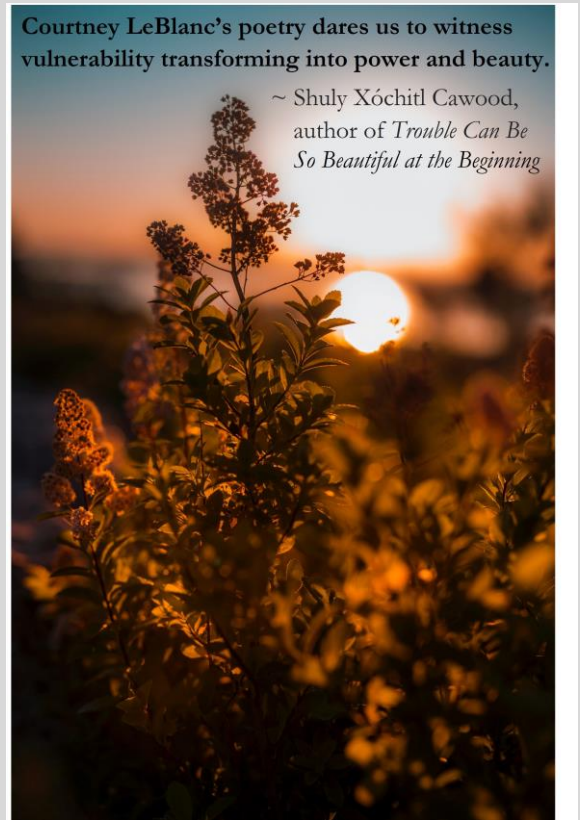
This book reminds us of the importance of “trying to write about joy,” even in the darkest times, and that “the other side of grief is love.”

~ Melissa Fite Johnson, author of *Green*



Courtney LeBlanc's poetry dares us to witness vulnerability transforming into power and beauty.

~ Shuly Xóchitl Cawood,
author of *Trouble Can Be
So Beautiful at the Beginning*

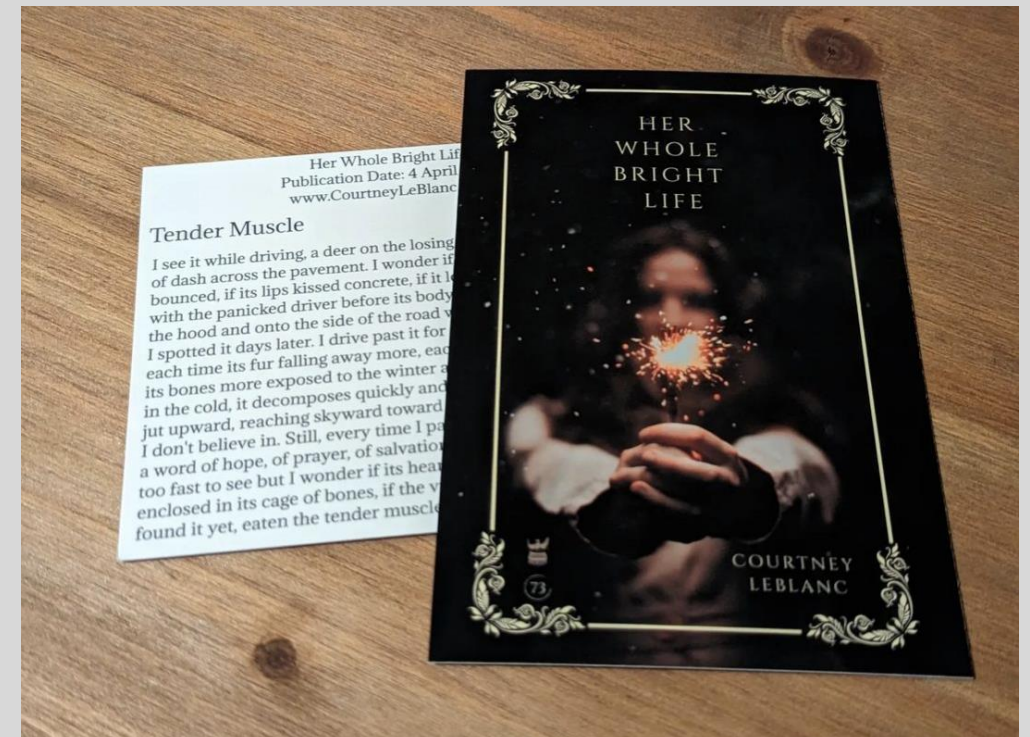
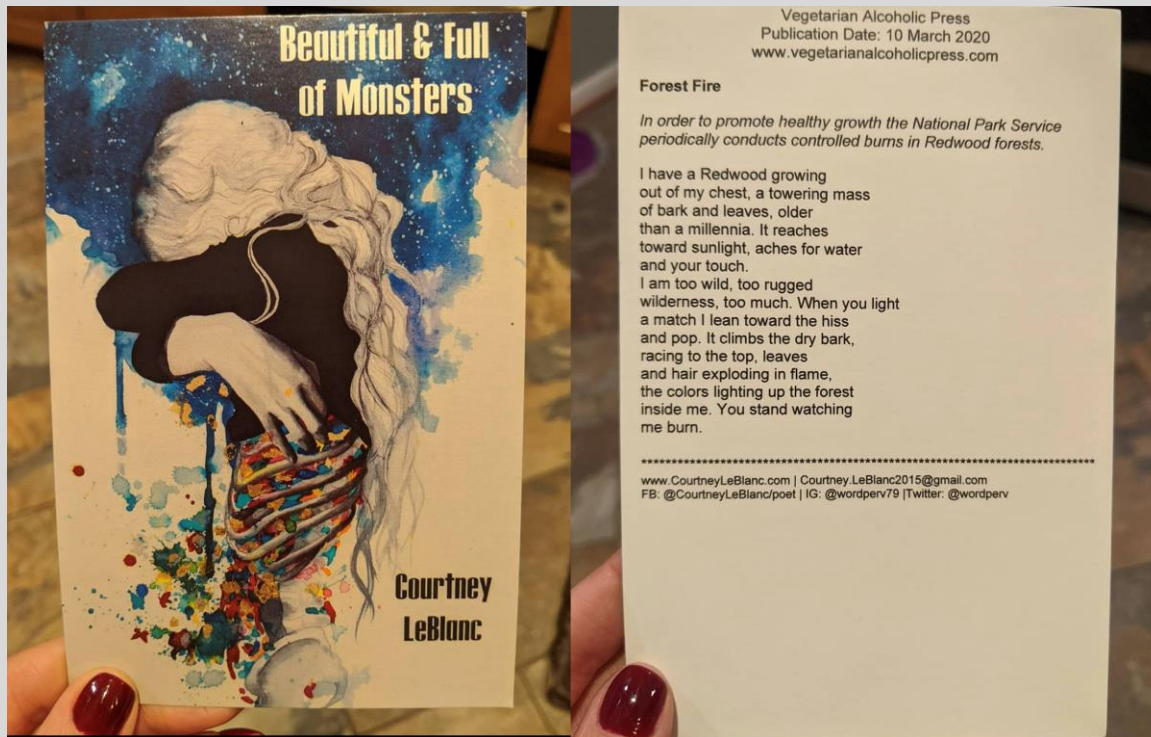


Dream List / Heroes

- Create a list of your writing heroes: people you'd love to read your book and support you. Reach out to them and offer an eARC (or printed copy if you're willing/able to send them out, the press is unable to do this for you). Ask them to post a pic with the book and tag you and the press.

Swag

- Everybody loves freebies and giveaways – consider creating something to give away with your book when sold at in-person events: stickers, buttons, bookmarks, etc.



Press Kit

Courtney LeBlanc



poet. feminist. dog mom.

www.courtneyleblanc.com
Courtney.LeBlanc2015@gmail.com
Facebook: @poetry.CourtneyLeBlanc
Instagram: @wordperv79 | Twitter: @wordperv
Bluesky: @wordperv | Threads: @wordperv79

Courtney LeBlanc (she/her) is the author of the full-length collections *Her Whole Bright Life*, winner of the Jack McCarthy Book Prize (*Write Bloody*, 2023), *Exquisite Bloody, Beating Heart* (*Riot in Your Throat*, 2021) and *Beautiful & Full of Monsters* (*Vegetarian Alcoholic Press*, 2020). She is the Arlington Poet Laureate and the founder and editor-in-chief of *Riot in Your Throat*, an independent poetry press. She loves nail polish, tattoos, and a soy latte each morning.



PUBLICATIONS

Her Whole Bright Life (Write Bloody, April 2023)

Exquisite Bloody, Beating Heart (Riot in Your Throat, 2021)

Beautiful & Full of Monsters (Vegetarian Alcoholic Press, 2020)

"An incredibly brave collection, this book doesn't lie. It isn't a mortician. It's real, honest in a way that will force us each to be more honest with ourselves. When you are jaded by the world, pick up this book. It will rekindle your love of poetry, of living."

~ Megan Falley, on *Her Whole Bright Life*

"Courtney LeBlanc understands that the body "is a war / zone," especially, the female body, which LeBlanc explores through the lens of fairy tales, the story of Eve, her own journey through girlhood, womanhood, destruction, rebirth, and self-discovery. Each word in each poem is as necessary and life-giving as a heartbeat."

~ Shandel Beers, on *Exquisite Bloody, Beating Heart*

"A redless love is everywhere in these poems, along with the risks we take to be in the presence of the beloved, and how violence can sometimes flow alongside passion. Near the end of this journey, LeBlanc confesses, *I write poems . . . to keep the monster in the closet*. Here, then, are her beautiful monsters."

~ Nick Flynn, on *Beautiful & Full of Monsters*



Book Courtney for:

- ~ Feature Readings
- ~ Poetry/Manuscript Editing
- ~ Poetry Workshops
- ~ Craft Talks / Guest Lectures



LeBlanc writes from a place of grief, of memory, and of a fierce love for her father, our country, and her body. What she shows us, with taut tension and evocative language, is that even though we must say goodbye to things we love, there are always pieces that remain with us, constant and cleaving. LeBlanc is such a fierce writer that she makes it look easy and I thank her for this transformative collection.

~ Barbara Costas-Biggs, on *Her Whole Bright Life*

www.courtneyleblanc.com | Courtney.LeBlanc2015@gmail.com
Facebook: @poetry.CourtneyLeBlanc | Instagram: @wordperv79
Twitter: @wordperv | Bluesky: @wordperv | Threads: @wordperv79

—FOR IMMEDIATE RELEASE—

Her Whole Bright Life

Poems by Courtney LeBlanc

Her Whole Bright Life is a collection of poems that weave together the trauma and exhaustion of a life lived with disordered eating and the loss and grief of the death of the poet's father. Love and hunger intertwine and become inseparable as the poet grapples to find, and listen, to both. With a distinct and feminist voice, this collection delves into a life now lived without a beloved parent, while trying to survive a pandemic, and battling demons that have lived inside her for most of her life. With both fierceness and tenderness, we see a woman trying to find her place within her own body and within an ever-changing world. This collection of poems is both an elegy and an anthem – praising both those who've been lost and those who remain.



Courtney LeBlanc is the author of the full-length collections *Her Whole Bright Life* (winner of the Jack McCarthy Book Prize, *Write Bloody*, 2023), *Exquisite Bloody*, *Beating Heart* (*Riot in Your Throat*, 2021) and *Beautiful & Full of Monsters* (*Vegetarian Alcoholic Press*, 2020). She is a Virginia Center for Creative Arts fellow (2022) and the founder and editor-in-chief of *Riot in Your Throat*, an independent poetry press. She loves nail polish, tattoos, and a soy latte each morning. Read her publications on her blog: www.wordperv.com. Follow her on twitter: [@wordperv](https://twitter.com/wordperv), and IG: [@wordperv79](https://www.instagram.com/wordperv79).



Write Bloody Publishing | www.writebloody.com

4 April 2023

**Write
Bloody**
PUBLISHING

6 x 9 | 100 pages
ISBN 9781949142482

Available for order March 2023

FOR ALL MEDIA INQUIRIES/CONTACT:
Courtney LeBlanc
Courtney.LeBlanc2015@gmail.com

Sell Sheet & Extended Bio



MAJOR PUBLICATION HISTORY

Her Whole Bright Life – Write Bloody

Winner of the Jack McCarthy Book Prize
Forthcoming April 2023

Exquisite Bloody Beating Heart – Riot in Your Throat

Published July 2021

Beautiful & Full of Monsters – Vegetarian Alcoholic Press

Published March 2020

Individual poems featured in:

The Sun, *Broadkill Review*, *Glass Poetry*, *Kissing Dynamite*, *Senari Space*, *HAD*, *7x7*, *Ample Remains*, *Dodging the Rain*, and others

ABOUT THE AUTHOR

Courtney LeBlanc (she/her) is the author of the full-length collections *Her Whole Bright Life*, winner of the Jack McCarthy Book Prize (*Write Bloody*, 2023), *Exquisite Bloody*, *Beating Heart* (*Riot in Your Throat*, 2021) and *Beautiful & Full of Monsters* (*Vegetarian Alcoholic Press*, 2020). She is the Arlington Poet Laureate and the founder and editor-in-chief of *Riot in Your Throat*, an independent poetry press. She loves nail polish, tattoos, and a soy latte each morning.

Website: www.courtneyleblanc.com

Blog: www.wordperv.com

Twitter: [@wordperv](https://twitter.com/wordperv)

IG: [@wordperv79](https://www.instagram.com/wordperv79)

Bluesky: [@wordperv](https://bsky.app/profile/wordperv79)

Threads: [@wordperv79](https://www.threads.net/@wordperv79)

FB: [@poetry.CourtneyLeBlanc](https://www.facebook.com/poetry.CourtneyLeBlanc)

AWARDS & RECOGNITIONS

Pusheart Prize nomination

2018: Song List for the Mixtape I Will Never Give My Lover, nominated by *Mixit Magazine*

Best of the Net nomination

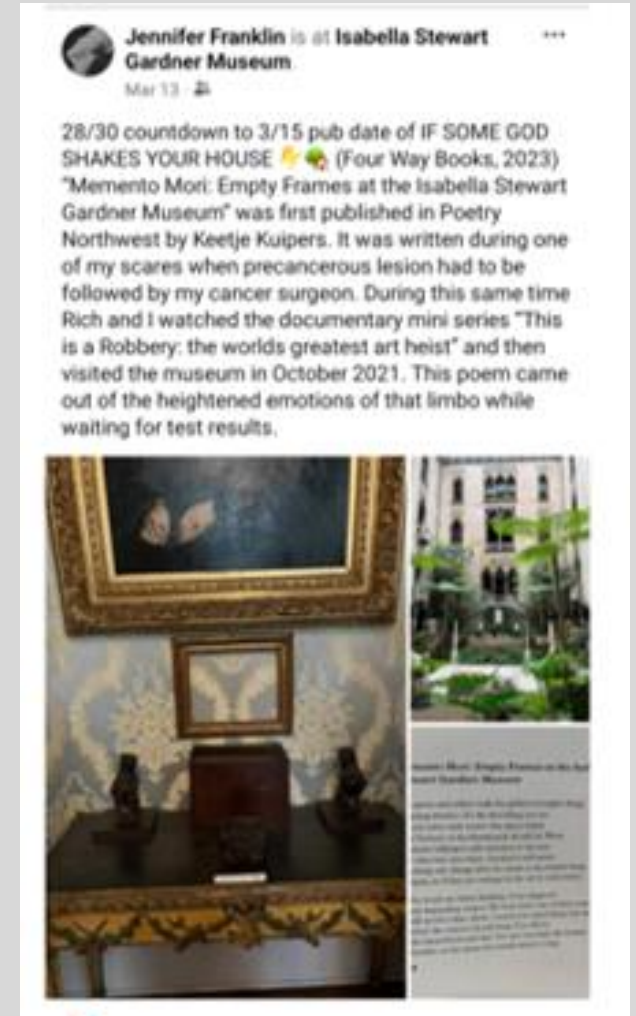
2020: Before the Occasion of Your Death, nominated by *Orange Blossom Review*
2020: Shopping for a Dress for My Father's Funeral, nominated by *The Hellbore*
2021: Harvest / Haunting, nominated by *The Finster*
2021: You Ain't Shit, nominated by *Pine Hill Review*
2022: Amy Judges My Body, nominated by *Agapanthus Collective*

Finalist: 2019 Furious Gazelle Spring Writing Contest

Virginia Center for Creative Arts Fellow, 2022

Countdown to Publication

- Create a “countdown to publication”
 - This can mean posting a poem from the collection every day in the week leading up to the publication date.
 - Or posting a portion of a poem, with its backstory, once a week for 6-8 weeks leading up to the publication date.



Resources

- PR for Poets by Jeannine Hall Gailey
 - Published by Two Sylvias Press
- Pine Street Publicity
 - www.pinestreetpublicity.com/contact
 - Newsletter
- Canva
 - www.canva.com
 - Graphics / templates

