

# 5 Important Traits to Look for in the Best Literary Publicists

There are a lot of agencies and freelancers out there who promise the world, but it can be hard to tell the difference between a real expert and a generalist. To be a good representative, you need more skills than just basic email marketing. Smith Publicity stresses that working with people who have a deep, nuanced understanding of the publishing ecosystem will give you the best results.

First and foremost, look for flexibility. The media cycle moves very quickly, and strict plans often don't work. The best **book publicists** are flexible and can change their plans if a news story comes out that is related to your book. If the script isn't working, they don't stick to it. Instead, they improvise, look for new angles, and change things up on the fly to keep the campaign going and working. If an interview doesn't happen as planned, they have a backup plan ready to go right away.

Second, you must be able to communicate well. This is true for how they talk to you and how they talk to the press. You need a representative who can take complicated ideas and turn them into catchy soundbites for producers who only have a few seconds to read emails. At the same time, they need to be able to clearly and concisely explain the "why" behind their plan to you, keeping you informed and managing your expectations. They should be able to explain technical terms to the author in simple terms.

Third, you need to be persistent. Most people don't say "yes" to a pitch the first time. Top professionals are persistent, but not in a way that bothers you. They know how to follow up in a way that keeps your book on editors' minds without ruining relationships. They don't see a lack of response as a rejection; instead, they see it as a chance to try a different approach or a new subject line. They know the difference between being persistent and being rude.

Fourth, it's important to have a strong network. This doesn't just mean having a list of email addresses; it means having connections. Over the years, good agents have earned the trust of journalists. People open their emails from them because they know that the sender only sends good content. This trust makes the whole process go more smoothly. It means that your book doesn't go through the "slush pile" and goes straight to the editor's list of things to think about.

Fifth, they need to really care about what they do. You can't sell something if you don't believe in it. When the representative is really excited about the book's message and potential, the campaigns work best. Their pitches and phone calls show how real they are, which makes them much more convincing advocates for your work.

**Conclusion:** If you can find a partner who has these qualities—adaptability, communication, tenacity, networking, and passion—your chances of success go up a lot. These traits turn a service provider into a true supporter of your work, giving your book the best chance it can have in a crowded market.

If you want to work with a team that meets these high standards, get in touch with Smith Publicity. <https://www.smithpublicity.com/>