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Premiere Press Release Service



Upon the publication of a new book, there is really only one unanimously agreed upon and standard method of promoting that book- a press release distribution campaign. There is a reason that we rarely see advertisements for new books on roadside billboards, in the coming attractions at the movies, on television commercials and the like- because such methods are inefficient and not cost effective. Instead, the vast majority of books are effectively promoted through the use of traditional media (newspaper articles, radio and TV interviews, articles in magazines) and the “new” media (online blogs, news websites, etc.). Social media like Facebook and Twitter can also be an effective way to promote a new book, but only as a secondary effort in conjunction with media press releases.

As you can see from the actual Fulton Books press release below, news of the publication of the new book is announced to the world with a brief summary of the book and some information about the author. The release also details information about the author, where the book is available and previous media coverage that may have occurred. Thousands upon thousands of media (television stations, newspapers, radio stations, magazines, blogs, and online news

Ray Flynn’s first book “*Confessions of a Mob Hitman*” is a revealing inside look at the seedy St. Louis underground.

New book “Confessions of a Mob Hitman” from Fulton Books is a first person account of author Ray Flynn’s career in organized crime.

Ray Flynn’s experience as a critical member of the St. Louis mob scene has been chronicled and is finally ready for consumption by the masses. Read about Ray’s unique and infamous life as part of the nationwide Capone syndicate in “Confessions of a Mob Hitman.”

Ray Flynn reached the pinnacle of his career in the 1960’s when he joined the Buster Wortman Gang. Wortman began his career as one of the infamous Al Capone’s southern lieutenants and as Capone’s cellmate. Wortman eventually won a bloody gang war for control of St. Louis and southern Illinois. This is an unprecedented look at the inner-workings of the rarely-discussed St. Louis mob.

Published by New York City-based Fulton Books, Ray Flynn’s explosive book “*Confessions of a Mob Hitman*” can be purchased by interested readers at bookstores everywhere or online at the [Apple iTunes store](#), [Amazon](#), [Google Play](#) or [Barnes and Noble](#).

Click [here](#) to listen to the author’s riveting interview on the Money Matters and the Business Talk Radio Networks

For additional information, interview requests or general media inquiries, please contact [Fulton Books](#) at 877-210-0816.

To the left is a press release drafted by our publicity department for Ray Flynn’s book “*Confessions of a Mob Hitman*.” This release was disbursed internationally and was immediately picked up by major news outlets. The exposure generated by this release resulted in the title being shared on multiple internet sites and thus indexed heavily by popular search engines such as Google.com and Bing.com



confessions of a mob hitman ray flynn



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www.stltoday.com/article_c37d241c-709c-5f0... St. Louis Post-Dispatch +
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This is a screenshot of a real Google web search resulting in page after page covering Ray Flynn's book.

With our premiere press release service you will receive a report that archives how many contacts received and read your release, how many "pick-ups" you had and other important details.

