

SUCCESS STORY: Following the guidelines of my Marketing Plan to promote my first book, I sent the information below with a media kit to numerous radio stations around the country, which resulted in dozens of interviews that helped to promote my book—and myself—to a national audience.

Give Your Listeners a Special Reason to Tune in

Who: Sebastian de Assis, author

What: *Teachers of the World, Unite!*

Where: National interviews by phone and personal appearances in several U.S. cities

When: Anytime by appointment

Why: To provide your audience with a stimulating guest who offers passionate and provocative ideas on education reform and human development

Summary:

Sebastian de Assis, Ph.D., is an international educator and the author of *Teachers of the World, Unite!* The book is an educational manifesto in the defense of a more humanistic education in which the hub of the educational wheel is the individual human, instead of the individual laborer.

The following are some sample questions that might facilitate the interview:

- How does your opinion on education reform differ from the traditional approach advocated by politicians and bureaucrats?
- In the book you talk about education for human development. Elaborate on this concept.
- You make a distinction between reform of education and education reform. Explain the difference.
- The subject of educational crisis is a mandatory item in the political agenda of anyone running for public office. How do you see the state of education today?
- The title of your book *Teachers of the World, Unite!* sounds like a call for action. How do you see the current situation of teachers as a professional class and how does it affect the educational system at large?
- How do you see the future of education in the twenty-first century?
- Where can our listeners purchase your book, *Teachers of the World, Unite!* ?

The book is available at your local bookstore, online retailers, or you can order directly from the publisher by calling toll-free 1-888-945-5356.