



We offer strategic publicity support for authors, providing customized publicity campaigns focused on achieving campaign goals and connecting publicity efforts to larger goals, such as thought leadership, increased speaking, or platform development.

We offer the services outlined below as appropriate, pending author needs and capacity:

### ***MEDIA STRATEGY SESSION***

We provide a smart and thorough media strategy—identifying which outlets, contacts, and opportunities best advance our campaign agenda. The media strategy we create guides our efforts throughout the campaign. Specific topics covered in the strategy session include:

- *Timeline of efforts* – We create a detailed timeline of publicity efforts, from the galley stage through the finished book stage.
- *Media targets* – We identify which media outlets should be top priority by looking at which outlets and contacts are most likely to be interested in covering the book, as well as which outlets are most likely to advance meaningful conversations and lead to conversions.
- *Coverage opportunities* – With the targets identified, we look at which media opportunities make the most sense, given the campaign goals. These opportunities can include reviews, features, interviews, op-eds, excerpts, mentions, podcasts, and guest articles.
- *Framing of the book* – We discuss the best way to frame the book’s message.
- *Segment, article, and feature story topics* – We highlight which topics and messages from the book feel most likely to catch the media’s attention.
- *Leveraging existing resources* – We delineate a plan for how authors can best utilize any assets currently in place to advance the goals of the campaign.

## PRESS MATERIALS

We work closely with publishers to coordinate targeted galley and finished book mailings—supplying the press kit to be sent with finished copies of the book.

We evaluate which elements of the book resonated most clearly with media members during the galley phase, and using that information, we write a press kit to accompany finished copies of the book to the media. The press kit can include the following components:

- A press release announcing the publication of the book
- A page of endorsements
- An author biography
- A Q&A with the author
- One or two pull-out sheets outlining key concepts from the book
- A schedule of any lectures, talks, or promotional events that will occur on or around publication date

## PERSONALIZED MEDIA OUTREACH

We target top national dailies, print magazines, national broadcast outlets, online media outlets, and podcasts. We are extremely targeted in our pitching, favoring customized pitches that take into account each journalist's interests, focus, and scope. In our experience, this approach is the most effective way to secure impactful media coverage.

The below example of our customization landed Vanessa Bohns, social psychologist, Cornell professor, and author of *You Have More Influence Than You Think*, an essay in [The Wall Street Journal](#):

**From:** Nina Nocciolino  
**To:** Adam Horvath  
**Subject:** Ideas essay – the underappreciated power of embarrassment

Hi Adam,

Hope you're well since we last connected. It's been a year, for sure.

I'm reaching out with an op-ed pitch/draft on the underappreciated power of embarrassment based on research by [Vanessa Bohns](#), social psychologist, Associate Professor of Organizational Behavior and Psychology at Cornell University, and author of the forthcoming book, [YOU HAVE](#)

[MORE INFLUENCE THAN YOU THINK: How We Underestimate our Power of Persuasion and Why it Matters](#) (W.W. Norton & Company; September 7, 2021). More on her below my signature.

**Pitch:**

Approximately [5,000](#) people die from choking every year, in part because they stand up and leave the table—rather than stay and get help from their tablemates—out of [embarrassment](#).

The thought that someone would risk their life to avoid embarrassment may seem farfetched, yet psychological studies have revealed the extreme measures people will take to avoid that very feeling. Indeed, the reason this seems so unbelievable is because of a psychological bias that leads us to underestimate the extraordinary power of this seemingly trivial emotion.

The surprising power of embarrassment is that it can lead us to comply with questionable requests, ignore troubling signs, conform to beliefs we know to be false—and, indeed, even risk our own lives. **In this piece, Bohns examines the psychology behind embarrassment, and the significant role it plays in our lives when making seemingly trivial decisions or larger more impactful ones.**

We often have to make decisions about whether we should say or do something that could potentially be embarrassing in the face of things much more significant than something trivial, like deciding to get up on stage—for example, deciding what to do when physically choking, or, when witnessing injustice and deciding whether to confront someone about it. Indeed, studies show that when we consider other kinds of interactions hypothetically, such as how we would react to being [sexually harassed](#), or what we would do if we heard someone make a [racist](#) or [homophobic](#) remark, we similarly fail to fully appreciate just how uncomfortable we would feel speaking up in the moment.

I've attached a draft here. Let me know if this is something you might be interested in?

Also happy to pass along the pdf of the book if you'd like to take a look at it in its entirety. Finished books are off-press this week.

Thanks, as always, Adam.

Best,

Nina Nocciolino

Publicity Director

**CAVE HENRICKS COMMUNICATIONS**

512-904-9255 (p)

[nina@cavehenricks.com](mailto:nina@cavehenricks.com)

[www.cavehenricks.com](http://www.cavehenricks.com)

**Vanessa Bohns** is a social psychologist and professor of organizational behavior at Cornell University, and holds a PhD in psychology from Columbia University and an AB from Brown University. She is the author of *You Have More Influence Than You Think: How We Underestimate Our Power of Persuasion and Why it Matters*. Her writing has appeared in the *New York Times* and *Harvard Business Review*, and her research has been featured by the *Wall Street Journal*, the *New York Times*, and NPR's Hidden Brain.

**From:** Adam Horvath  
**To:** Nina Nocciolino  
**Subject:** Re: Ideas essay – the underappreciated power of embarrassment

Good topic but I have a few problems, probably too many to overcome ... I'm not sure what's new here, as opposed to a summary of what's long been known. I don't quite buy the lead choking statistic, it doesn't seem probable that embarrassment directly causes those deaths. And I got lost in the long Superfreak case study — I didn't understand how it relates to courage or the science of embarrassment, seemed more like it was about how people regard their own price vs others'. Probably not worth pursuing but just thought I'd lay out why ... best, Adam

**From:** Nina Nocciolino  
**To:** Adam Horvath  
**Subject:** Re: Ideas essay – the underappreciated power of embarrassment

Thanks for the feedback, Adam. I appreciate it—and always value your perspective. Would you open to hearing other ideas from Vanessa? She has some new research on another topic that I think might be more aligned. Open to taking a look?

All my best,  
Nina Nocciolino // Cave Henricks Communications // 512-904-9255

**From:** Nina Nocciolino  
**To:** Adam Horvath  
**Subject:** Re: Ideas essay – the underappreciated power of embarrassment

Hi Adam,

Circling back with another op-ed pitch/draft from [Vanessa Bohns](#), social psychologist and professor of organizational behavior at Cornell University.

**This piece addresses the political and social divisiveness that has led to a lot of shouting from both sides—and why we continue to shout, if we know it doesn't actually persuade anyone.** Her book, ***YOU HAVE MORE INFLUENCE THAN YOU THINK: How We Underestimate our Power of Persuasion and Why it Matters*** (W.W. Norton & Co.; Sept 7, 2021).

**Pitch:** There is a lot of shouting in today's discourse, from both sides of the political spectrum. Shouting matches have erupted on the House floor between Democrats and Republicans over individual [Congress members' vaccination status](#), and in school board meetings over [critical race theory](#) and [masking requirements](#).

It's clear that shouting doesn't actually persuade anyone. So then, why do we do it?

In this piece, Bohns argues that the tendency to shout—often over our neighbors, friends and adversaries—comes from underconfidence. While we may at times be overconfident in our beliefs,

we shout because we are underconfident in our ability to communicate and convince others of those beliefs.

Reviewing experimental evidence to make this case, Bohns will discuss:

- **The domains where people tend to be overconfident vs. underconfident:** For a long time, it seemed as if researchers were constantly uncovering new ways in which people were overconfident. Existing research shows the average person thinks they are more athletic, moral, creative, and a better driver than the average person. However, in contrast to the long list of contexts in which people display overconfidence, in recent years research has been converging around a very different conclusion when it comes to our beliefs about our social proficiencies, such as our ability to win friends and influence people. When it comes to assessments of our interpersonal abilities, we tend instead to be *underconfident*. Together, these findings suggest that people are likely to be overconfident in *what* they believe (because they view themselves as excessively smart and moral), but underconfident in their ability to get others to hear those beliefs.
- **Why underconfidence in our powers of persuasion can lead to shouting:** Research shows that we tend to think other people pay less attention to us than they do, like us less than they do, and that we have smaller social networks than we actually do. In essence, when we reflect on our own proficiencies as influencers, we often feel ourselves falling short—as the enduring popularity of articles and books on how to influence people can attest. Our underconfidence can thus make us feel as if we are shouting into the void.
- **Why shouting is counterproductive:** The thing is that people *do* hear us when we shout, and other research shows that language that is too assertive can be counterproductive for changing minds and behavior. For this reason, in many cases, it makes sense to make our arguments, advice, and appeals a little gentler—and thus more effective.

A draft is attached.

Something you might be interested in?

Thanks as always, Adam.

Best,

Nina Nocciolino // Cave Henricks Communications // 512-904-9255

**From:** Adam Horvath

**To:** Nina Nocciolino

**Subject:** Re: Ideas essay – the underappreciated power of embarrassment

I think this is pretty good, thanks, I'm circulating it here

We bring this same style of customized, highly personal, persistent outreach to all of our pitching—ensuring that our clients' books are positioned in the most compelling way to media

members, who are inundated with pitches upwards of 100 per day. We have heard time and again from journalists that personalized outreach matters and is often the difference between a pitch going unread and a pitch leading to a major media hit.

Journalists have confirmed they appreciate our approach, including NBC News journalist Margaret O'Malley.

**From:** Margaret O'Malley

**To:** Pamela Peterson

**Subject:** Re: Thank you!

I told Agnes that this was the best PR pitch I've gotten in months. I hope you're hanging in there.

We target the following types of media:

- Book trade publications
- Long-lead magazines
- Top-tier short-lead publications, including major daily papers
- Top podcasts, as well as topic-specific podcasts
- Online media (online extensions of print publications, online components of broadcast networks, online-only outlets, newsletters, and non-traditional opportunities)
- Broadcast (national TV and radio)

### ***SPEAKING OUTREACH***

We work to secure non-paid, prestige speaking for authors and target contacts of ours at venues such as Microsoft, Google, LinkedIn, Meta, Amazon, Starbuck HQ, PayPal, General Assembly, IVY Clubs, Scribd Chats, 92<sup>nd</sup> Street Y, Commonwealth Club, SXSW, TED and TEDx, NASDAQ Entrepreneurial Center, and The Aspen Institute Business and Society Program, as well as Hooks Book Events in Washington, D.C. and Adventures by the Book. While these events are unpaid, there is often a book buy included, ranging from 30 books to 150 books and upwards.

### ***GUEST ARTICLE IDEATION, EDITING, AND PLACEMENT***

Drawing on the book and brainstorming sessions with the author, as well as within our internal team, we suggest specific guest article topics and angles to be pitched to top media targets. We work with authors to edit and finalize each piece before submission and seek placement with prominent media outlets. Further, we identify and pull adaptations from the book for placement where possible, in an effort to minimize the writing requirement and maximize the content authors have already created.

### ***REACTIVE MEDIA OUTREACH***

As the book campaign progresses, we work to keep the book in the media's view, using news that supports the book's message and news-related opportunities on which the author could comment and/or write op-eds. We also monitor and respond to Help-A-Reporter-Out queries.

### ***IN-DEPTH REPORTING***

We schedule biweekly calls to update authors and their publishing team on media activity and response. We also provide this information in a biweekly memo with extensive details on media response. Our intent with this reporting is that the efforts between all parties remains organized, highly transparent, and accountable. This reporting begins as soon as media outreach begins.

Further, as the campaign wraps, we would issue a final report via [Coverage Book](#) with specific metrics on the reach and prestige of the media coverage secured during the course of our work together.

### ***DEKSID BREFINGS***

We reach out to appropriate reporters to arrange deskside briefings for authors who will be traveling to NYC and whose topic of expertise lends itself to such meetings.

### ***CONSULTING***

We can advise on publishing and publicity-related topics, including the book title, subtitle, jacket, endorsements, and early media opportunities for authors that come to us early in the process. Company president Barbara Henricks can also provide written editorial feedback.

### ***BUDGET***

Our fee range is \$40,000 to \$50,000, pending the scope of the campaign and the length of our involvement.

## **ABOUT CAVE HENRICKS COMMUNICATIONS**

Cave Henricks Communications is a full-service media relations and consulting firm for authors and thought leaders. Our team of seven specializes in book publicity and focuses on quality non-fiction work in the areas of big think general interest, business, current events, and personal development.

Company CEO Barbara Henricks has over 30 years of experience publicizing influential and game-changing books and a nuanced understanding of best practices for breaking through the noise to capture media attention. She began her career as a journalist at NBC Radio in Washington D.C. before moving to book publishing, where at Workman Publishing and Houghton Mifflin she worked with **Pulitzer Prize winners Tracy Kidder and Buzz Bissinger, Vice President Al Gore, and Apollo 13 astronaut Jim Lovell**, among many others.

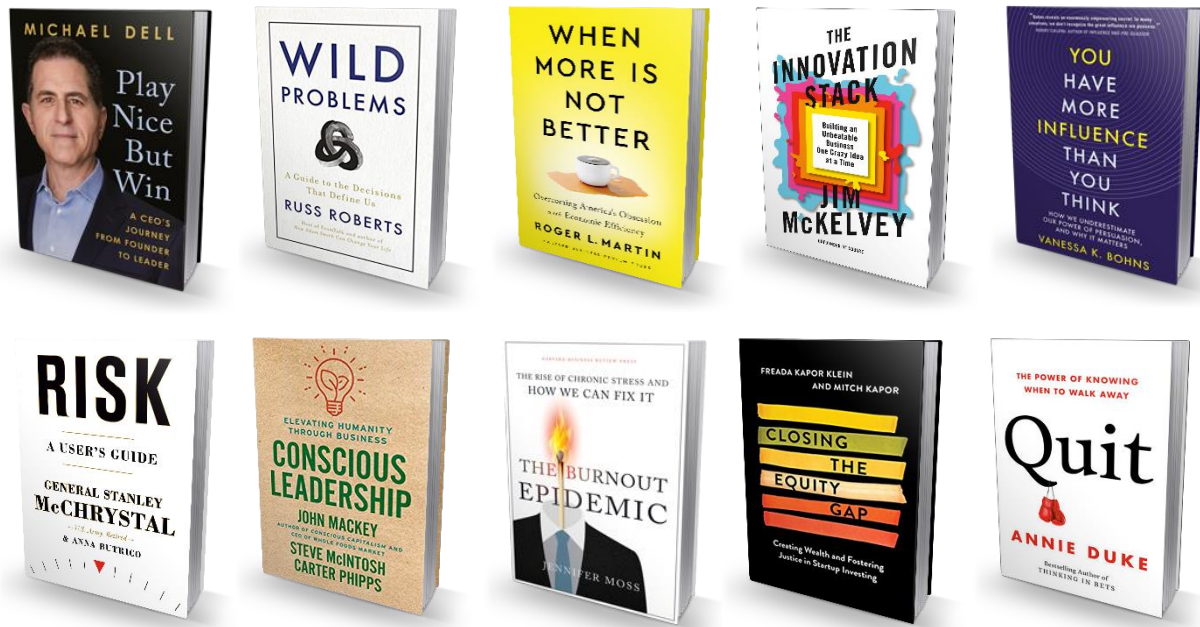
She founded Cave Henricks Communications in 2007, following a decade-long tenure at Goldberg McDuffie Communications, where she launched and led the firm's business book division. Her first pick for that division—***First, Break All the Rules*, by Marcus Buckingham and Curt Coffman**—became a *New York Times* bestseller. It also set the stage for a 12-year relationship with Gallup, which encompassed many bestsellers including the perennial listmaker, ***StrengthsFinder 2.0*, by Tom Rath**.

The Cave Henricks team has collectively represented well over 100 bestsellers and has worked with some of the greatest minds of our time, representing founders, CEOs, chairmen, and top executives at **Dell, Square, Whole Foods, Twitter, Netflix, IDEO, Honest Tea, Innosight, Deloitte, Ernst & Young, Forrester, Gallup, PricewaterhouseCoopers, General Electric, Vanguard Group, Dollar General, Campbell Soup Company, Honeywell, Loews Hotels, McKinsey & Company, Keller Williams, Korn Ferry, The Nature Conservancy, UN Women, Young & Rubicam, Pritzker Group, 1-800-Flowers, Red Antler, and Fidelity**. We have worked with bestselling authors **Tom Rath, Marcus Buckingham, Ryan Holiday, Seth Godin, Gary Keller, Jay Papasan, Tony Schwartz, Michael Dell, Reggie Fils-Aimé, and John Mackey**; innovation and management thought leaders—including five thinkers from the Thinkers50 Hall of Fame and several other leading Thinkers—including **Clayton Christensen** (#1 Management Thinker in 2011, when we promoted his book, *The Innovator's DNA*), **Roger Martin** (#1 Management Thinker in 2017), **Jim Collins** (#4 Management Thinker in 2011), **C.K. Prahalad, Don Tapscott, Whitney Johnson, Bill Fischer, Ram Charan, Jack Welch, and Mark Johnson**; university professors and deans at **Yale, Harvard, Stanford, Rotman, Cornell, Columbia, Wharton, London Business School, NYU, Rutgers, Kellogg School of Management, University of California, IMD, and others**; former SEC Commissioner **Arthur Levitt**; Vanguard Group founder **Jack Bogle**; four-star General **Stanley McChrystal (Ret.)**; former Marine sniper **Jake Wood**; and media members, including **Vox cofounder Matthew Yglesias, longtime Wall Street Journal reporter Joann Lublin, Washington Post columnist Christine Emba, Fox Business Network's Maria Bartiromo, and Fortune's Geoffrey Colvin**.

We have also worked with some of the most respected organizations in the world, including **Amazon, Arthur Anderson, The Aspen Institute, Data & Society, Dell Technologies, Deloitte,**



**Financial Times, Gallup, Goldman Sachs, IBM, Innosight, Kellogg School of Management, McKinsey & Company, PricewaterhouseCoopers, Slack, and Whole Foods.**



### **KEY VALUES THAT DRIVE OUR SUCCESS**

Our mission is to help authors and thought leaders bring powerful ideas to light. Five key values drive our mission—superior quality, unparalleled service, talented people, strong relationships, and project customization.

**Quality** | We have a proven track record of success.

We regularly secure top-tier, national coverage for our clients. A highlight of recent media coverage we have secured for our authors can be found [here](#).

**Service** | We offer an unparalleled level of service, well above the industry standard for book publicity support.

In order to maintain our high service standards, we intentionally limit the number of clients we work with at any given time, leading us to decline more work than we accept. Keeping a small client list ensures that we have the resources and bandwidth to provide an outstanding experience to each author with whom we partner. We want our clients to leave our care feeling:

- they were treated with respect, care, and personalized attention,
- that we engaged with their ideas and messages with intelligence and curiosity,

- that we acted as collaborative partners, keeping their campaign goals front of mind,
- that we provided transparency in the approach, activities, and results/feedback,
- that we communicated with them reliably and answered phone calls and emails promptly,
- and that we provided clear next steps to maintain momentum once our work together wraps.

**People** | We believe a promotional campaign is only as good as the brains behind it, so we invest heavily in our people.

Our team has over 60 years of collective experience in book publicity. Five of our team members worked in-house with major book publishers before joining the agency, and two worked in journalism before stepping into media relations.

Further, we are a steady team, with four on our staff of seven having been with the firm for over a decade. We intentionally keep our firm small and senior-level, with **every publicist on staff having at minimum 15 years of publicity experience** working with leading thinkers, academics, founders, and CEOs. When an author is investing in outside PR support, we believe they should be getting *top-level support* by publicists with deep experience and industry knowledge.

We also believe in utilizing the collective brainpower of our team to deliver superior results for our clients. To that end, we are highly collaborative, transparent, and supportive—both within our team and with our publishing partners and authors.

**Relationships** | We build lasting relationships with our clients, their publishing partners, and the media.

Lasting and genuine relationships are not only crucial to our business—they also make our work meaningful and fun. The majority of our clients come to us through word-of-mouth referrals, and many of our clients continue their work with us long after their book launch and return to us with new projects. And in an industry where relationships are key, we have decades-long relationships with some of the most recognized names and outlets in the media, having developed over years and experience the kind of trust required to get—and keep—their attention on behalf of our clients.

**Customization** | We customize everything we do and reject one-size-fits-all approaches.

Customization is a requirement for delivering superior quality and unparalleled service. It's also essential to developing strong media relationships and securing meaningful coverage for our clients. We customize everything we do—from proposals and media strategies, down to every single media pitch we send.

### **WHAT CLIENTS ARE SAYING**

Delivering an exceptional experience and impactful results is central to our work with authors. Here is a small sampling of what our clients have said of our work (more testimonials can be found [here](#)):

“I can't imagine having gone through the launch of my first book, *You Have More Influence Than You Think*, without Cave Henricks by my side. Right from the get-go, they just 'got it'—what was unique and important about my book, and how to generate great popular media coverage while remaining true to the substance of the book's message. It was such a relief to go through this wild ride with a team I knew I could depend on completely and people who felt like true partners in the process.”

**Vanessa K. Bohns, Ph.D.**, professor of organizational behavior, Cornell University; author of *You Have More Influence Than You Think*

“I give top marks to Cave Henricks for their work on the launch of my book, *Conscious Leadership*. They took the time to truly understand my message, knew exactly how and who to approach with it, and landed impactful coverage across the board. A top-notch team full of seasoned players. I will use them again.”

**John Mackey**, cofounder and CEO of *Whole Foods*; Wall Street Journal bestselling author of *Conscious Leadership*

“The great concern when hiring a publicity firm is, ‘Will they get it?’ There's nothing worse than dealing with a firm that cares more about activity than making sure ideas connect with the right audiences in the right way. Cave Henricks invested the time to understand our ideas—and the nuances—to make sure that our book got the right kind of attention. They also worked with us to identify the media that mattered for our book and helped us manage our time so that our publicity efforts had the maximum impact.”

**Jonathan Morduch**, Professor of Public Policy and Economics at NYU; co-author of *The Financial Diaries*

“Cave Henricks helped me beyond what I could have imagined in getting the messages of *Giving Done Right* out far and wide. Barbara and Jessica took the time to deeply understand my book and its messages and to devise a media strategy. Jessica then executed against the strategy brilliantly—editing and placing op eds, setting up interviews, and securing media hits in outlets from *The New York Times* to *Vox* to *Fast Company* to a wide range of radio shows and podcasts. All along the way, Cave Henricks dramatically exceeded my (high) expectations and worked

collaboratively with me and my publisher. I can't imagine having gone through the book launch process without them."

**Phil Buchanan**, *President, The Center for Effective Philanthropy; author of Giving Done Right*

"Cave Henricks knocked it out the park. I had high expectations, and they exceeded them—both in terms of media targets and in terms of professionalism. They secured placements and partnerships that would have previously been out of reach for me and created a powerful, well-rounded PR campaign. I was so impressed by their level of organization, follow through, and empathy. Launching a book is stressful, but Cave Henricks helped me feel at ease, secure, and confident throughout. I cannot recommend the team at Cave Henricks highly enough!"

**Melody Wilding**, *LMSW, author of Trust Yourself*

"For anyone thinking about how best to take academic work into mainstream media discussion, I can't encourage you enough: work with the Cave Henricks crew!"

**Leah Plunkett**, *Berkman Klein Center for Internet & Society faculty associate and author of Sharenthood: Why We Should Think Before We Talk About Our Kids Online*

"The Cave Henricks team worked tirelessly to promote *A Better Planet* across multiple media—from TV to radio to magazines and newspaper op-ed pieces. We were thrilled with the coverage and the "buzz" that has emerged. If you choose their team to launch your book, you will definitely be in expert hands."

**Dan Esty**, *Professor of Environmental Law and Policy at Yale's School of the Environment and Yale Law School; author of A Better Planet*

"Barbara and her team at Cave Henricks (Jessica and Nina) have been true partners in supporting me in sharing my book and its ideas with the world. They are truly a dream-team of professionals who not only helped me craft my message into bite-sized portions but also then placed it with the right audiences. I was touched by their commitment to doing all they could to helping me share my message. They dug into the details of my book and pulled out conceptual frameworks and examples and then found creative ways to connect them to present news stories. And they patiently gave me feedback on endless drafts of op-eds that I wrote. And they do it all with a smile."

**Ranjay Gulati**, *Professor of Business Administration at Harvard Business School; author of Deep Purpose*

"The Cave Henricks team did a lovely job on the launch of *When More is Not Better*. They are knowledgeable, diligent, organized, creative and, importantly, a pleasure to work with. They are already signed up to do my next book!"

**Roger Martin**, *Thinkers50 #1 Management Thinker (2017); author of When More is Not Better and A New Way to Think*

"Working with the Cave Henricks team has been a truly delightful experience that far exceeded my expectations. As a former journalist, I was hesitant to engage an external publicist for my book. But once I spoke with the CHC team, it was clear that their motivation for doing this work

is solely driven by mission and impact; to bring books that will make a difference in the world, into the hands of people who would most benefit from it. On various occasions, it was clear that the team went well above and beyond what most publicists would do to advocate for the book. Having CHC support the launch of *Inclusion on Purpose* was among the best decisions I made as a first-time traditionally-published author and I would work with them again in a heartbeat!”

**Ruchika Tulshyan**, author of *Inclusion on Purpose*

“My team at Cave Henricks Communications achieved tangible results month after month and worked harder with me than I imagined was possible. By connecting with journalists one at a time, day after day, they helped me spread my message through multiple op-eds, high impact national television, hard-hitting radio, and desk-side meetings with top print journalists in my field. They are the absolute best—professional communicators, heavy-lifters, and astute advisors.”

**Joseph R. Blasi**, Distinguished Professor and the J. Robert Beyster Professor at Rutgers School of Management and Labor Relations; author of *The Citizen’s Share*

“Cave Henricks had a stunning impact on the success of my book launch for *Beyond Collaboration Overload*. The breadth and quality of publicity generated was far beyond anything I imagined, and their guidance, wisdom, and perspective in the process was invaluable. I couldn’t have done this without them and can’t recommend them highly enough!”

**Rob Cross**, Edward A. Madden Professor of Global Leadership at Babson College; author of *Beyond Collaboration Overload*

“Cave Henricks worked on the launch of my book *Eat Sleep Work Repeat*. Through attentive and resourceful work, they managed to achieve some knockout promotion (including a page in *The Wall Street Journal*, *The Washington Post*, *Harvard Business Review*, and much more). I’m immensely grateful for their hard work on my behalf.”

**Bruce Daisley**, former EMEA VP, Twitter; author of *Eat Sleep Work Repeat*

“Cave Henricks is my solution for PR. They get me great connections every week and have been flexible and creative during the pandemic. I enthusiastically recommend the whole Cave Henricks team.”

**Jim McKelvey**, cofounder of Square; author of *The Innovation Stack*

“We LOVED working with Cave Henricks. They provided rocket fuel to our book launch—consummate professionals, deep expertise and connections, responsive, thorough, and delightful. We would work them again in a nanosecond.”

**Whitney Johnson**, CEO, *Disruption Advisors*; author of *Smart Growth*

“Make no mistake: it is not easy to get anyone to pay attention to a serious book today. Cave Henricks—meaning Barbara and her team—were relentless on behalf of both my last two books, and both became bestsellers. They don’t just leave messages and send out emails; they follow up and then they follow up again and again. They’ve got a great Rolodex, they’re no

nonsense, they're effective and they're accessible. There are no guarantees in publishing, but what I know is that you can't do any better than these folks!"

**Tony Schwartz**, New York Times *bestselling author of The Power of Full Engagement and The Way We're Working Isn't Working*

"I had a wonderful experience with the team at Cave Henricks. They are experienced, thoughtful, creative and persistent, and their excellent work resulted in hitting several critical media goals for the book launch, including a featured Q&A in *The New York Times*. I highly recommend them!"

**Daisy Dowling**, *author of Workparent*

"The team at Cave Henricks has been an essential strategic partner for every book project I have worked on over the last decade. They are a great collaborative team, are very connected with business media and thought leaders, and have helped the projects that I have worked on to reach a much wider audience."

**Tom Rath**, New York Times and Wall Street Journal *bestselling author of StrengthsFinder 2.0*

"Writing a book is difficult but marketing it is even harder. A good publicist is essential. Want a great experience with a team of exceptionally professional publicists who deliver the goods with kindness and integrity? Cave Henricks is for you. I loved working with them and recommend them without hesitation."

**Donna Hicks, Ph.D.**, *author of Leading with Dignity*