

# BrightKey PR Launches and Introduces the Visibility Fund to Support Authors With Limited Means

*A new PR firm blending modern and traditional strategy—grounded, data-driven, and on a mission to make PR more accessible for all authors.*

NEY YORK, NY, UNITED STATES, August 7, 2025 /EINPresswire.com/ -- BrightKey PR, a newly launched publicity agency for authors, is offering a quiet shift in how book promotion is approached: one rooted in strategy, accessibility, and results. Built for the evolving world of independent and traditional publishing, BrightKey combines relationship-driven outreach with data-informed tools—making professional publicity feel more attainable and more accountable.

As part of its launch, the company introduced the [Visibility Fund](#), a reinvestment initiative that sets aside a portion of BrightKey's monthly revenue to fund PR campaigns for authors who may not have the means to pursue traditional publicity. Selected authors receive campaign support at no cost, built with the same strategic process and attention to detail given to paid clients.

The goal is simple: to ensure that talented authors aren't excluded from visibility just because they lack access to large marketing budgets.

## A Clearer, Smarter PR Experience for Authors

At the core of every engagement is a [free, custom media plan](#). Authors provide information about their book, goals, and audience—and receive a clear, personalized roadmap for how to approach publicity. The plan outlines suggested angles, campaign structure, and next steps.



BrightKey PR Logo

What makes BrightKey PR different is its balanced approach: the team combines new-age visibility strategies like podcast features and curated billboard placements, with reliable, old-school tactics such as professionally written press releases distributed to top-tier outlets.

Each campaign is tailored to the author's unique story, publishing path, and platform-building goals—ensuring the right message reaches the right audience through the most effective channels.

#### About the Visibility Fund

The Visibility Fund reflects BrightKey PR's belief that visibility shouldn't be a luxury. The program allocates a set percentage of monthly revenue toward fully funded campaigns for selected authors who need support getting their story seen.

Applications are reviewed on a rolling basis and evaluated based on:

Strength and clarity of the author's story or message

Fit with potential media coverage opportunities

Demonstrated financial limitations

Fund recipients receive:

A tailored media strategy

Full campaign execution by the BrightKey team

Secured placements on relevant outlets

Transparent reporting and post-campaign visibility guidance

The initiative is open to authors at all stages—whether debuting, relaunching, or between projects. There is no fee to apply.

#### Built for the Publishing World Authors Actually Live In

BrightKey PR was created to reflect the reality of today's publishing landscape: where authors are entrepreneurs, platforms are crowded, and visibility is both essential and often out of reach.

By offering measurable results, a structured process, and a reinvestment model that supports the next author, BrightKey PR aims to make professional publicity feel not just possible—but worth trusting again.

Learn More or Apply

To learn more about BrightKey PR or apply for the Visibility Fund, visit:

□ <https://www.brightkeypr.com/visibility-fund>

Business Address

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