

BOOK SIGNING BASICS

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PLACES TO HOLD SIGNINGS:

- Book Store
- Women's Boutique
- Card Store
- Library
- Specialty/Spiritual Store
- Networking Meeting
- Business Fair
- Women's Club
- Yoga/Fitness Center
- Craft Store
- Restaurants
- Get Creative!

HOW TO SCHEDULE A BOOK SIGNING:

Stop in or call the location you'd like to do the signing – ask for the manager.

- Tell them about the book and ask if they'd be open to a book signing.
- Be prepared to discuss your chapter and/or the whole book with them and let them know why it would appeal to their audience.
- Have the ISBN # handy (they will need it for ordering books)
- Tell them that for the event you'll be happy to do a talk or read your chapter and answer questions. (usually two hours)
- OR you can be there for an entire afternoon, evening or a whole day

MARKETING:

- Collaborate with the store for marketing the event
- Provide a press release, flyer, author bio, book graphic, your bio, photo, etc.
- Send your own press release out locally.
- Promote the event (emails, flyers, on your website, newsletter, meetings, social media)
- Get your own 'reviews and testimonials' about your chapter and the book. Print them and bring them with you to leave on the table.

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WHAT TO BRING:

- Books – even if they order from the distributor, bring a back-up supply.
- Poster or Flyer and a Table Stand (or floor stand)
- An easel to display your book, a table cloth or 'doily', a candle (think ambience based on the location)
- A Table (ask them if they have one or if you need to bring your own)
- Business cards, brochures
- A nice pen (and a few back-ups)
- A marker, paper and tape (in case you need to make your own directional signs)
- Water
- Camera – to take pictures with 'fans' – and of you at your book signing (to post on your website, to send to the local media after the event, etc.

BOOKS ON HAND: (options)

- Offer to sell the books to them directly if they want to hold inventory.
- You can sell from *your stock* on the day of the signing and then offer a cut of the sales to the store (suggest 30-50%).
- They can purchase directly from the distributor) *See distributor options on Author Resource Page. *NOTE: The national average for book signing sales is 5-30 copies.*
- Before you leave, offer to sign the books still on hand.

OTHER CONSIDERATIONS:

- Plan the signing with more than one author (same book or other books)
- Talk to people and be friendly, stand up, don't just sit behind the table
- People who read like to meet authors and love to have author-signed books
- Go to a book signing to observe and see what you can expect (also to pick up ideas of what to do and what not to do)

Keep in mind, that the purpose of a book signing isn't necessarily to sell books (although this is great); it is mostly it is to sell yourself and to get exposure. It is also to inspire others with your words and your voice.

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