



Get your book marketing
on the express train to
success!



Successful Author Events

Turning authors into Success Stories



With the focus on...

Author Events



Why an Author Event?

- To build your platform
- To draw in local media
- To help build your speaking career
- To build your presence locally



Book Signings are Boring

- Never sit at an event
- Do a talk instead of a signing



Author Events – with a Twist!

- Do a talk instead of just a signing (this works for fiction, too!)
- Hold your event on a significant day or holiday
- Expect to promote your own event
- Do events in unexpected places (coffee houses, restaurants)
- Be *different* - everyone has seen an author sitting at a table! Why not try: staging an event, dressing in costume, involving the audience in your program



Pre-Event Tips

- Bag stuffers, bookmarks... think: Promotion!
- Get on the store calendar
- When will you host your event?
- Ask the store for a media list
- Send a short letter or email confirming your event
- Book cover as poster?



Things to Bring...

- Bookmarks
- Chocolate (no kidding)
- Sign ups
- Flyers for those folks for drop ins