

Title of Session: Preparing for a Book Signing
Creator: Janet Beasley
Curriculum: NOVICE and ADVANCED

Definition: A book signing is an event where an author sells their book(s), autographs them, and has the opportunity to meet and greet their fans one on one

Goals: After the session enthusiasts will have a basic knowledge on how to land and prepare for a book signing event.

Tools:

Sharpies

Pens (different color inks)

3” x 5” cards (pack of 100)\

Wipe off board or flip chart and appropriate markers

Ice Breaker:

- Gather enthusiasts around a table
- Hand out blank 3” x 5” cards (3 per enthusiast)
- Hand our sharpies and pens
- Ask enthusiasts to practice signing their autograph
- Encourage them to use different styles of writing i.e. first letter much larger, or the last letter used to underline their full name. Tell them to get creative, and to think of their autograph/signature as a “logo”
- Go around the room and have each enthusiast show the signatures they have come up with and have their peers help them select their favorite

Activity 1:

Both print book and ebook signings are an excellent chance for authors to meet their fans and get a feel for who likes their style of writing.

Landing a book signing should start on a local level. You will need to make some phone calls, do some networking, and not be shy.

Below are some suggestions for local establishments. You can either write the following on your wipe off board or flip chart then ask enthusiasts to come up with some of their own, or write down the one the enthusiasts come up with and add these in if they were not mentioned.

- Libraries

- Book Shops
- Parks
- A specialty shop that your story's theme portrays
 - Pet Shop
 - Boutique
 - Café
 - Classic Car Shop
 - Bakery
 - Hair Salon
 - Beach Shop
 - Jewelry Shop
 - Diner
 - Gift Shop
- Art Gallery
- Train Station
- Museum
- Grocery Store
- Flea Market (most flea markets allow you to rent a table for a weekend)
- Festivals
- Dance Schools
- Gymnastic Schools
- Gyms

Only have an ebook? That's OK. You can digitally sign autographs for your fans. Check out Authorgraph.com for details – you will need a Twitter account, and your ebook must be listed on Amazon.

- **NOTE:** Enthusiasts' ebooks that are published through Journey To Publication by JLB Creatives Publishing will not appear on Amazon as these books are offered for free only on Smashwords.com

List of things to pack for a book signing:

- Books (print)
- Markers or pens for autographing
- Wifi device (cell phone, tablet, etc.)
 - Portable credit card scanner such as Square or PayPal
- Freebies (bookmarks, pens, magnets, etc.) to hand out to your fans
- Business Cards
- Promotional Post Cards

Promoting your Book Signing:

- Create a Facebook Event
- Build excitement on your blog and/or website
- Make up flyers and hand them out at local establishments, libraries, and schools to name a few

- Be sure to ask permission from the business owners/librarians/principals if they would be so kind as to display one in their establishment
- Send a Press Release to local media contacts (newspapers, radio stations, etc.)

What to wear to the Book Signing: There are a couple of ways to approach your appearance

- Look presentable (neat and tidy goes a long way)
- A costume is fun if it fits your genre – word of caution, do not wear a mask as you need to be identifiable as the author your fans are coming to see and from which to get an autograph.

Timing Is Everything

When considering having a book signing think about the time of year and the time of day. For example: Is your book a paranormal romance? If so you may want to time it right so that your book signing is taking place in October, in a haunted establishment, in the evening.

Ask the enthusiasts to give some of their own ideas on places and time and list them on your wipe off board or flip chart

Activity 2: Mock Book Signings

- Divide the room into two groups: Authors and Fans
- Arrange chairs into two circles: an inner circle of chairs facing an outer circle of chairs
- Hand out another set of blank 3” x 5” cards to the Fans (the same amount of blank cards as there are Authors)
- Have the Authors sit in the inner circle of chairs, and the Fans take their seats in the outer circle of chairs
- Have the Fan ask the Author seated before him or her a few questions about his or her book, then the Fan can hand the Author a blank 3” x 5” card and ask for their autograph
- Once all Fans have received an autograph have them get up and move one seat to the left and repeat the fun.
- Continue until all Fans have gotten autographs from all Authors
- Switch places: Fans become Authors and vice versa and repeat the activity

Discussion:

- What do you think your biggest obstacle would be regarding a book signing?
- Would you dress professionally or wear a costume, and why? If wearing a costume what would it be?
- What establishment best suits your story?

Session: Preparing for a Book Signing

Creator: Janet Beasley

Handout: NOVICE and ADVANCED

Definition: A book signing is an event where an author sells their book(s), autographs them, and has the opportunity to meet and greet their fans one on one.

Both print book and ebook signings are an excellent chance for authors to meet their fans and get a feel for who likes their style of writing.

Landing a book signing should start on a local level. You will need to make some phone calls, do some networking, and not be shy.

Below are some suggestions for local establishments. Add some of your own to the list:

- Libraries
- Book Shops
- Parks
- A specialty shop that your story's theme portrays
 - Pet Shop
 - Boutique
 - Café
 - Classic Car Shop
 - Bakery
 - Hair Salon
 - Beach Shop
 - Jewelry Shop
 - Diner
 - Gift Shop
- Art Gallery
- Train Station
- Museum
- Grocery Store
- Flea Market (most flea markets allow you to rent a table for a weekend)
- Festivals
- Dance Schools
- Gymnastic Schools
- Gyms
- Bed and Breakfast
- Haunted House

Only have an ebook? That's OK. You can digitally sign autographs for your fans. Check out Authorgraph.com for details – you will need a Twitter account, and your ebook must be listed on Amazon.

- **NOTE:** Enthusiasts' ebooks that are published through Journey To Publication by JLB Creatives Publishing will not appear on Amazon as these books are offered for free only on Smashwords.com

List of things to pack for a book signing:

- Books (print)
- Markers or pens for autographing
- Wifi device (cell phone, tablet, etc.)
 - Portable credit card scanner such as Square or PayPal
- Freebies (bookmarks, pens, magnets, etc.) to hand out to your fans
- Business Cards
- Promotional Post Cards

Promoting your Book Signing:

- Create a Facebook Event
- Build excitement on your blog and/or website
- Make up flyers and hand them out at local establishments, libraries, and schools to name a few
 - Be sure to ask permission from the business owners/librarians/principals if they would be so kind as to display one in their establishment
- Send a Press Release to local media contacts (newspapers, radio stations, etc.)

What to wear to the Book Signing: There are a couple of ways to approach your appearance

- Look presentable (neat and tidy goes a long way)
- A costume is fun if it fits your genre – word of caution, do not wear a mask as you need to be identifiable as the author your fans are coming to see and from which to get an autograph.

Timing is everything

When considering having a book signing think about the time of year and the time of day. For example: Is your book a paranormal romance? If so you may want to time it right so that your book signing is taking place in a haunted establishment in the evening.