

Preparing for a Book Signing

book signing: an event where an author sells his/her book(s), autographs it (them), and has the opportunity to meet and greet fans one-on-one

keep it local!

- specialty shop for your story's theme
- art gallery
- flea market
- parks
- train station
- festivals
- libraries
- gymnastic schools
- book shops
- libraries
- grocery store
- museum
- gyms
- dance schools

items to pack:

- print (hard copy) book(s)
- markers or pens for autographing
- wi-fi device/portable credit card scanner
- freebies to hand out
- business cards
- (optional) promotional post cards

promote:

- create a facebook event
- build excitement on your blog and/or website
- design & print flyers for local businesses
- send out a press release

what to wear:

- look presentable: neat and tidy
- a costume is fun if it is in tune with your genre
- avoid wearing a mask