

HOW TO MAKE YOUR EVENT AS SUCCESSFUL AS POSSIBLE FOR YOU AND YOUR HOST



Why do authors have book signings?

Book Signings create positive publicity for your book, allow you to meet face-to-face with potential customers, and increase sales of your book. Whether you sell one book or 50, your event is a success because you have made yourself available to the public and media, and it gets your books in the store!

before

TIPS FOR SUCCESS

- Touch base with your host personally a few days prior to the event.
- Tell your friends, family and colleagues about your event.
- Post your event on your social media platforms.

during

- Arrive 15 minutes early.
- Be sure to bring a pen.
- Be gracious, smile, make eye contact, and greet customers
 - *Remember you're marketing yourself as well as your book!*
- Bring props like photos or maps (copies are fine, no need to risk the originals).
- Be prepared with a simple phrase to keep lines moving.

after

- Send a thank you note to your host after the event.