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!

**TIPS FOR SUCCESS**

**Before**
- 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.