

A Writer's Edge Book Signing Tips

By Georganna Hancock

Here are some helpful practices and advice that I've gleaned from other authors' experiences on tours and signing books locally.

Tripping

When planning a tour, contact stores and other venues no more than 90 days in advance. Otherwise, they may forget you are coming. Make media arrangements (interviews, notices) based on the schedule set up for each area you visit. Keep track of your contacts with names, numbers, dates, special arrangements, and expenses incurred. Work from a checklist before you leave to ensure you have all the supplies you might need.

Get Reports to help your writing career at:
<http://www.writers-edge.info/Reports.htm>

Try to allow two days for each location and spend most of each day there. Document the results for each visit, especially the number of hours spent and the number of sales made. Skimp on the accommodations—after all, you're only going to sleep there, and it isn't a vacation. Save on expenses where it doesn't matter.

On Location

Bookstores aren't the only place to sell and sign books. Some authors appear/speak at libraries, schools, festivals, business expos, corporate locations, fairs of all types, historical sites, supermarkets, discount stores, ballparks, and anywhere they can make a logical tie to their books.

Get eBooks for a successful writing career at:
<http://www.writers-edge.info/ebooks.htm>

Visual aids include a large "Meet the Author" sign with a blow-up of the book cover, stacks of books, a life-size cardboard replica of the author holding the book, props related to the book's theme, costumes, free drawings (NOT the book) and inexpensive advertising gifts. Pick the best spot you can for signing—where the people pass by and where they can stop to talk with you. You may need to be gently assertive with the venue management to get the best location.

Freebies

Bookmarks are a natural to give out at your book signing, but some authors get more creative with items relevant to the books' themes. One hands out a CD with related music, others use pencils, magnets, pens, booklets, postcards, and donated gift certificates. On every item under your control, remember to include your website address.

Inscribing

Where and what to sign are often personal and sometimes dictated by your customers. If one asks for certain words on a certain page, indulge the buyer if you can. Otherwise, some authors use a stock phrase or saying related to the theme of the book, some just sign their names, with or without the date. No standard exists for this activity. If you're at a loss for words, "Best Wishes" always works. And don't use a ballpoint pen because of the danger of the ink blurring over time.

Get help for a successful writing career at:

<http://www.writers-edge.info/Success.htm>

Book Signing Tips © 2006 by Georganna Hancock from
A Writer's Edge at <http://www.writers-edge.info/Book-Signing.htm>