



TIPS ON BOOK-SIGNINGS

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The moment you've waited for has finally arrived! Your first book fills the shelf at your local bookstore. It's time to promote it¾time to do an autographing.

But what, exactly, should you *do*? Use these tips to help you get organized.

CONTACTING BOOKSTORES: You'll find most stores are happy to arrange a book-signing. Chain bookstores usually schedule signing on a weekend. Don't be surprise if after you contact them and get the go-ahead, the publicity is all up to you.

PUBLICITY: You didn't make a million on your book so how can you minimize advertising costs?

1. Call local radio and TV stations. Mention you're a local author and that this is your first book.

2. Contact organizations you belong to, i.e., church, library, Girl Scouts, etc. Groups with newsletters are always looking for good news about its members.

3. Call your local paper. Reporters for the Arts and Entertainment Section might want to interview you.

4. Call your publisher/editor. She/he might provide free materials you can use at a book-signing.

5. Bookmarks. Design your own, then take your work to a print shop for photocopying and cutting. Put bookmarks in each book. Some stores also have "Local Author"

stickers to place on every book.

6. Posters. Usually, you'll have to make your own. Be creative. Include the name of your book, your name, date and time of the signing, the store, and a professional picture. If the bookstore is in a mall, check with management to see if you can place posters near every entry door. Also, posters are helpful on the bookstore's windows. The more¾the merrier!

SET UP: The bookstore should provide a folding table and chair. Tip: In a mall, if they place you inside the store, ask to be changed to right outside the entrance. You'll have more visibility. A nice prop is an easel with a special poster: professional picture, your name, and a cover of the book. If you have more than one book published, add those covers. This poster can be reused for all your book-signings. Balloons are an inexpensive, festive touch, plus you might want to wear a corsage.

ENTHUSIASM: Enthusiasm is up to YOU. Don't expect the bookstore to go all out. If they do, then that makes your day even more special. Remember, enthusiasm can be contagious! Have family and friends around for support, but don't forget to greet everyone who hovers around the table. Sometimes the public can be shy.

Most of all, have a good time! You've worked long and hard for this day. Enjoy!