



How to **Organize a Live Book Event** Help the Author Sell the Book

To celebrate, mark the publication of a new book on its publication date, and kick off sales, it is appropriate to create live book launch events.

Book launch parties, book tours and book signings are much less common as a source of book sales than they once were. Unless you have an active publicity campaign, it is hard to get enough people to a bookstore signing to make it a good sales opportunity. The author has a better chance at generating sales giving a talk or seminar with back-of-the-room sales there.

Elements of the Event

A local independent bookstore provides the best chance of a book signing, and you can call the store manager to let him or her know about the book and its potential to bring customers into the store.

Another way to create some launch buzz is to host a fund-raising event so that a portion of the proceeds from the book go to a non-profit.

Have some fun at the events surrounding the book's launch. The author (and everyone around him or her) has worked hard to create the book, and deserves to celebrate that accomplishment.

Back of the room selling opportunities take place before and after the author speaks at an event. This is one of the main ways authors profitably sell books. Creating as many of these opportunities as you can is part of the marketing of the book.

Especially if the author speaks at an event he or she did not host, check the policies of the event sponsor.

Some sponsors take a fee or percentage of the sales, while others consider this a form of payment for non-paid speaking events. To determine how many books to send to the event, consider that

books might sell to 5% of the audience. So if you have an audience of 2,000, and the author is a keynote speaker, or the book topic is targeted to exactly this audience, you would be doing very well to sell 100 books. This may sound like a very low number, but if you exceed expectations, you can carry order forms to ship books later.

To make sure you prepare and don't miss an important element, make a checklist for events that includes:

- Quantity to be shipped and where and when
- Consignment form (see section 2-13)
- Customized order forms with special event pricing
- Collateral materials you will need
 - posters
 - sell sheet
 - postcards, etc.
- Mailing labels to ship back extra books or promotional materials
- The virtual terminal for credit cards (with your laptop and Internet connection ability) if you will be taking credit card numbers directly.

A back of the room sales checklist is shown on the next pages.

Back of the Room Sales Checklist

Event _____ Date _____ Time _____

Mailing location to ship product: _____ Presenter Arrival Date: _____

Contact at Facility: _____ Phone _____ eMail _____

Exhibit Space Size: _____ Location: _____

Onsite Bookstore Contact: _____ Product Quantity: _____

Pre-sale Sponsors Sponsor Name (s): _____

Activity	Who	Cost	Notes	Complete
Books/Products Shipped			Which? Quantity?	
Set Discount Event Pricing for Products				
Virtual Terminal				
Order Forms				
Poster for Exhibit Space/Hall				
Other Materials				
Mailing Labels for Return Shipping				
Event Set Up				
Event Tear Down				

Back of the Room Sales Checklist

Event Entrepreneur's Annual Conference Date 8/12 - 8/14 Time _____

Mailing location to ship product: Park Hotel - 535 1st St., Atlanta, GA Presenter Arrival Date: 8/9

Contact at Facility: _____ Phone _____ eMail _____

Exhibit Space Size: _____ Location: _____

Onsite Bookstore Contact: Claudia Lawrence - Sales Manager Product Quantity: 25 Books

Pre-sale Sponsors Sponsor Name (s): _____

Activity	Who	Cost	Notes	Complete
Books/Products Shipped	Pat		Which? Quantity?	
Set Discount Event Pricing for Products	Julie		Book -- Flat \$15	X
Virtual Terminal	Pat			
Order Forms	Pat			X
Poster for Exhibit Space/Hall	Pat			X
Other Materials	Pat		Postcards	
Mailing Labels for Return Shipping	Pat			X
Event Set Up	Julie		Julie speaking Tuesday 10-11 am with 30 minute signing following at bookstore	8/9 Foyer
Event Tear Down	Pat			8/14

