

Welcome to...

How to Organize a Live Book Event

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Live Book Events



- Speaking Engagements
- Seminars
- Book Fairs, Trade Shows
- Book Signings

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Live Book Events



- Speaking Engagements
- Seminars
- Book Fairs, Trade Shows
- Book Launch Events and Signings

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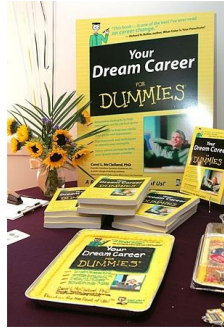
Book Signings



- Speaking Engagements
- Seminars
- Book Fairs, Trade Shows
- **Book Signings and Book Launch Events**

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Book Launch Events



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Book Events Checklist

Book Event Checklist					
Event:	Date:		Time:		
Location:	Contract of Facility:		Phone: Updated: other:		
Activity	Who	Cost	Notes	Complete	
Travel Booked	Party	\$1200	See This Week AM	X	
Book/Product Shipped	Party	N/A	Book Shipping Address: Julie Wiley / P.O. Box 7664 / 8027 1st Street / Park City, UT 84098		
Set Event Pricing	Client		\$19.99 per copy	X	
Order Forms	Party	\$100	See This Week AM	X	
Poster	Party	\$30			
Other Materials	Party	\$195	Printwork		
Making Labels for Book/Signage	Party				
Visual Material	Client				
Event Set Up/ Take Down	Party		Client speaking Tuesday 10am to 11 with signing to follow, to leave for 3PM meeting.		

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How many books can an author expect to sell at an event?



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Thanks for Watching and Listening!

You just completed the slidecast in red below.

- 3-1 - Coordinate Book Marketing Activities
- 3-2 - Get Industry Book Reviews
- 3-3 - Coordinate the Author Web Site and Social Media
- 3-4 - Coordinate the Author's Media Kit
- 3-5 - Maximize the Book's Amazon Web Page
- 3-6 - Create a Virtual Book Tour
- 3-7 - Organize a Live Book Event**
- 3-8 - Launch an Amazon Best Seller Campaign
- 3-9 - Enter Book Awards Competitions

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