



Generate Massive Exposure With A *Book Signing Event*



Table of Contents

Introduction	3
It All Begins With a Book.....	3
Step 1: Writing and Editing	4
Exercise: Find Your Beta Readers	5
Exercise: Find and Interview Editors and Proofreaders.....	6
Step 2: You Really CAN Judge a Book by Its Cover	7
Exercise: Research Cover Designs	7
Exercise: Design Your Own Cover.....	9
Step 3: Book Signing Promotion Basics.....	10
Exercise: Rev Up Your Social Activities	12
Step 4: Hit the Guest Blog Circuit.....	13
Exercise: Compile a List of Blogging Opportunities.....	14
Step 5: Make the Podcast Rounds	15
Step 6: Create a Media Kit.....	17
Exercise: Design Your Media Kit	18
Step 7: write and distribute Press Releases	19
Exercise: Draft A Press Release	20
Exercise: Identify Appropriate Media Outlets and Contacts	21
Step 8: prepare for The Big Day	22
Exercise: Make a Packing List.....	22



Generate Massive Exposure with A Book Signing Event

Page 2

It's Not Really Just a Book-Signing Event	23
Start with a Reading	23
Exercise: Choose the Passage You'll Read	24
Follow-up with a Q&A	25
You'll Sign Some Books, Too.....	25
Exercise: Brainstorm Signatures.....	26
After the Event	26
Exercise: Pamper Yourself!	27
Book Signing Benefits for Every Author – Even Newbies.....	27
APPENDIX A - Book Signing Assistant Checklist	29
APPENDIX B - Event Marketing Checklist	31
APPENDIX C - Event Sign-In Sheet	33
APPENDIX D - Flyer Design Checklist	34
APPENDIX E - Outsource Task List.....	35
APPENDIX F - Press Kit Checklist	37
APPENDIX G - Press Release Template	38
APPENDIX H – What To Bring To The Event.....	39
APPENDIX I - Local Media Contacts	41
APPENDIX J - Venue Research	42



INTRODUCTION

So, you wrote a book? Excellent! Now the real work begins.

Your new job – as you may have already discovered – is as book promoter. You'll be coordinating interviews, writing guest blogs, managing PPC ads and doing a host of other activities designed to get the word out about your new book.

And the best way to create a buzz and get people excited about your book? A good old-fashioned book signing. Imagine a crowd of eager fans all waiting for you to appear, read a bit from your latest bestseller, and answer questions. It's the scene that's filled many would-be authors' daydreams, and now that you have a book, it can become your reality.

All it takes is a little planning and organization.

IT ALL BEGINS WITH A BOOK

Does that seem obvious? Maybe not. Here's why. There are dozens of ways to produce a book today, but very few of them are suited to an off-the-charts book signing event.

- Kindle
- Self-published ebook
- POD publishers
- Amazon's Create Space
- Smashwords
- Traditional publishers (the kind with a big imprint)

Now, it's obvious that you're not going to host a book-signing event for a Kindle book, but what about other self-publishing options?

Here's the thing: When your reader steps up to your table to buy a copy of your book, you want to ensure she has the absolute best first impression you can give her. That means top-quality writing, editing, and printing.



Sure, you can do it all yourself. Amazon and others make it easy and cost-effective to write and print a book, but will it portray the image you want? Or will it scream “amateur”?

So, before you even think about scheduling your first signing event, let's make sure your book is ready for the big leagues.

STEP 1: WRITING AND EDITING

You very likely already have your book completed, and as you may have discovered, it can be nearly impossible to edit your own work. You're simply too close to it to be objective.

Instead, it's a good idea to put your book to the test by:

- Sending it out to a select list of beta-readers for feedback
- Hiring a professional editor to suggest changes to content flow
- Hiring a professional proofreader to edit for grammar and punctuation

Here's a tip: no one person will be good at all three jobs. Creating a book worthy of a rock-star book signing is truly a group effort, and well worth the time and cost as well. Remember, your book will very often be the first impression someone has of you. If it's riddled with spelling errors (or even one or two, for that matter) they will automatically think less of your expertise.

Make sure your book-signing event creates the very best impression you can by starting off with a professionally written and edited book.



Generate Massive Exposure with A Book Signing Event

Page 5

Exercise: Find Your Beta Readers

Choose five to ten friends and colleagues to read through your book and offer constructive feedback. You want to avoid those who think everything you do is wonderful (so mom can't be a beta reader) and instead ask those who you trust to offer real, actionable advice.

Reader	Why I Chose Him/Her	Date Sent	Date Due

Generate Massive Exposure with A Book Signing Event

Page 6

Exercise: Find and Interview Editors and Proofreaders

While you're waiting for your beta readers to respond with their thoughts, it's time to begin looking for your editor and proofreader. The best way to find these people is to contact friends and colleagues whose books you've read and enjoyed, and ask them for referrals.

Name	Referred By	Interviewed On	Yes/No



STEP 2: YOU REALLY CAN JUDGE A BOOK BY ITS COVER

It's true. Sometimes the only chance you get to make the sale is in the three seconds a visitor takes to glance at your book's cover. Make sure it gives the right impression with:

- Easy-to-read fonts
- Eye-catching (not headache-inducing) colors
- Complementary graphics that don't distract from the title

Keep in mind that bold colors and large fonts are a popular choice for better readability at any size from thumbnails on Amazon to poster-size event decorations.

For printed books, the cover is even more important. Remember, your readers will be holding this book in their hands for days, maybe even weeks. You want it to look as good as possible, because that's what will make YOU look good.

Not only that, but your book's cover needs to be easily reproduced in large format for posters, banners and other print materials you'll use to decorate your signing table.

Don't be afraid to outsource the things you are not good at, such as cover creation and sales copy, so that you can instead concentrate on writing the best book you can.

Exercise: Research Cover Designs

Before you hire a designer, it's a good idea to know what you're really looking for in a cover. Start by finding several books whose covers you like. These can be in any niche, so don't be afraid to look on the fiction, self-help, and even reference shelves. The key is that they be eye catching and well-branded.

You'll want to give this list to your designer, so he or she can see what appeals to you. Be as specific as possible, and include things like "I love the font, but the background image makes it difficult to read" or "The colors really make it stand out on the shelf."



Generate Massive Exposure with A Book Signing Event

Page 8

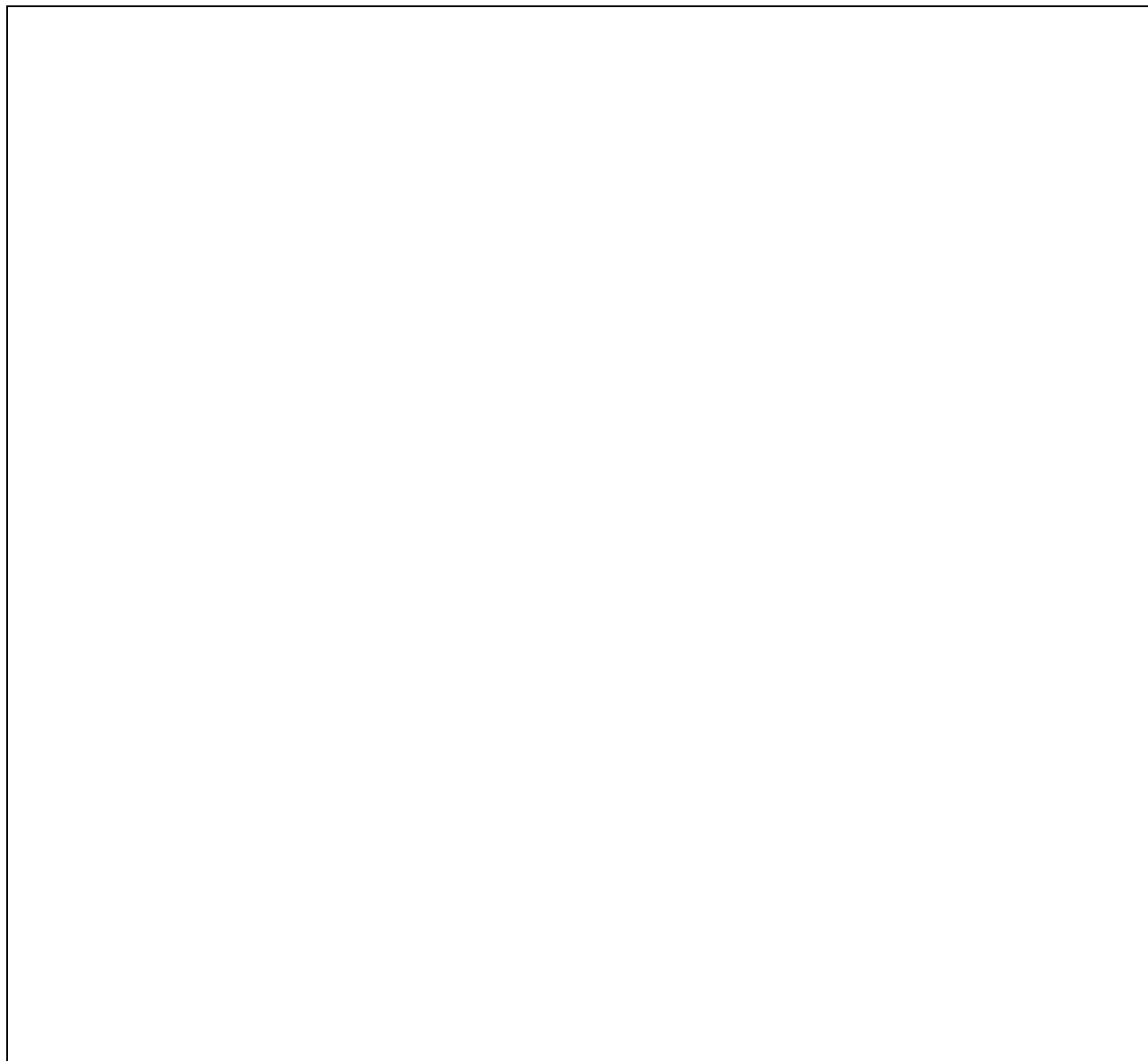
Title	Why I Loved It

Generate Massive Exposure with A Book Signing Event

Page 9

Exercise: Design Your Own Cover

Even if you're not an artist, it can be helpful to draw your dream cover. You can send this to your designer to better show exactly what you're looking for in a book cover.



STEP 3: BOOK SIGNING PROMOTION BASICS

When you think of a book signing, do you picture a bespectacled author sitting at a table in the back of a bookstore, patiently waiting for customers to notice her?

That's what a lot of us think of when we consider a signing event, and while that used to be the norm, today's book signings look very different. Your event can be anything you want it to be, because you have complete control (unless your publisher is footing the bill, in which case, follow their lead).

Your event can be:

- Casual or formal – you set the tone
- Indoors or out – imagine a book about healthy living with a reading in the local park
- Structured or not – freeform readings and Q&A sessions can be more inviting than a strictly scheduled event

As you can see, your book signing can be whatever you choose to make of it. Bookstores are just one option, but there are many others, depending on where your market likes to hang out and the specific topic of your book.

For example, if you've written a book about your life as a pro golfer, book-signing events on a driving range or in the clubhouse are a natural fit. If your subject is how to build an online business and live the laptop lifestyle, consider a beachside signing instead.

Here's something else to consider: where is your audience? Ideally, you'll want to host your book signing where it's convenient and comfortable for them. Some popular options include:

- Book stores
- Libraries
- Boutique markets
- Industry conferences
- Festivals



Generate Massive Exposure with A Book Signing Event

Page 11

You may find that you have better luck booking events in off-the-wall locations. The reason is that big bookstores often have deals with publishers in which they get paid to host events. If you're not willing to pay – and the cost can be steep – you likely won't get large booksellers to host you. There are two ways around this:

1. Opt for smaller venues. Approach independent bookstores instead, since they're less likely to have prior agreements with big publishing houses.
2. Speak directly to the store manager and make it clear that you want to do an impromptu event, not a formal signing. You won't get the advanced press you might otherwise get, but you'll make up for it in walk-in traffic.


Either way, the bookstore must be able to order copies of your book, so be sure you're working with a publisher that allows that option. Some vanity presses will tell you that bookstores can purchase stock, but the truth is the ordering process is so cumbersome and the return policy so bad that bookstore owners and managers will not order from them. In that case, you can offer to bring your own stock if the bookstore will allow it.

Of course, all of that can be avoided by being a little more creative with your signing location, as mentioned above.

While you're considering your location, don't forget to keep timing in mind as well. If your book is closely tied to a holiday or other event, you'll do well to schedule your signing accordingly. For example, if your book is all about how to romance your husband after years of marriage, January and February are the perfect choice for your signing events, since you can easily tie in with Valentine's Day. On the other hand, if you've written about crafting for holiday bazaars, July is ideal, since that's when most people will get started with their holiday sales plans.

Long before your event takes place, you'll need to start building a buzz about it. Letting people know – and then reminding them often – is critical to your event success, and the more press you can get, the better.





Generate Massive Exposure with A Book Signing Event

Page 12

The best way to start is with your own blog and social media accounts as well as your email list. Create an upcoming events page on your site and list all the locations where you'll be speaking or where you'll have a book signing. Create social friendly images to share on Facebook, Pinterest and Twitter. Write blog posts about your book and be sure to mention your next events.

If you don't already have a Facebook page for your book, now is the time to set one up. Create Facebook events for each book signing, and personally invite Facebook friends who are in the area. Steer clear of mass invites of everyone you know, however. Local, offline events can realistically only be attended by those in the area, so inviting people you know won't be able to attend is just annoying.

Once you've got a base of operations set up with your blog and social media accounts, it's time to branch out.

Exercise: Rev Up Your Social Activities

- ☐ Draft and schedule a series of blog posts
- ☐ Create a Facebook page
- ☐ Create relevant Pinterest boards
- ☐ Follow Twitter influencers in your niche
- ☐ Follow Pinterest influencers in your niche
- ☐ Create Facebook events
- ☐ Draft and schedule a buzz-building series for your email list
- ☐ Create (or have created) a selection of sharable graphics to promote your book and signing events



STEP 4: HIT THE GUEST BLOG CIRCUIT

Despite Matt Cutts' declaration that guest blogging is dead, this is still the single best way to get your face (and book) in front of a much wider audience. The truth is, guest blogging is not a link-building exercise (which is what Mr. Cutts was speaking out against) but rather an opportunity to be heard by an entirely new market.

For best results, you'll want to start looking for opportunities to guest blog several months before your book signing. Be sure you're ready for the "introduction" by creating an irresistible opt-in gift and driving your guest-blog traffic to an opt-in page made just for them. This will allow you to build your mailing list, which will in turn help you fill your book-signing event with raving fans.

You can research potential guest blogging opportunities by:

- Checking Technorati.com for top blogs in your niche
- Browse the top sites by category on Alexa.com
- Do a search on Twitter.com for popular personalities in your market
- Search YouTube for top channels in your category
- Set up Google alerts for your most-used keywords

You'll also want to craft an introductory email, which you can customize to send out to each site owner. Be sure you do your research first, though! You want to include details that let the site owner know that you know her audience, and that what you have to offer will be of value to them.



Generate Massive Exposure with A Book Signing Event

Page 14

Exercise: Compile a List of Blogging Opportunities

URL	Contact Name/Email	Pitched On



STEP 5: MAKE THE PODCAST ROUNDS

If you've been paying attention in the past few years, then you already know that book launches are perfect fodder for podcast interviews. Everyone from your local romance writer to Michael Hyatt is appearing on the most popular podcasts chatting about their book, and you can, too!

Just as you did for guest blogging opportunities, you should research and compile a list of podcasts you'd like to appear on. The easiest place to search for podcasts by category is within iTunes, but you can also search on Google (or your favorite search engine) just by combining your topic + podcast.

Before approaching a podcast producer, though, you want to ensure that:

- The podcast is current. There are thousands of defunct podcasts listed in iTunes, so don't waste your time pitching a show that's no longer in production.
- The podcast accepts guests. Many do, but some do not, so be sure to verify before offering your expertise.
- The podcast fits your style. If you've written a Christian book, you probably don't want to appear on an X-rated show. Check for iTunes' "explicit" tag if you're not comfortable with salty language and subject matter.

Take the time to listen to a few episodes as well. Just like guest blogging, you want to understand the podcast audience before you make your pitch.



Generate Massive Exposure with A Book Signing Event

Page 16

Exercise: Compile a List of Podcasting Opportunities

Podcast Name	Contact Name/Email	Pitched On

STEP 6: CREATE A MEDIA KIT

Your next order of business is letting the press know about your upcoming event, but before you do that, it's important to be prepared. You want members of the media to be able to find all the info they need quickly and easily, and the best way to do that is to create a media kit.

Author Dr. Sheri Meyers offers a beautifully designed PDF file that contains a variety of information specifically for members of the media. You don't have to go that far, but you definitely should include:

- Professional headshots
- Book cover images in various sizes
- Contact information
- "Talking points"
- Book blurbs
- Rave reviews

Make your kit easy to find, and be sure to include a link to it in all your press releases and other correspondence with the press, with bloggers, podcast producers, and anyone else who might be hosting—or talking about—you.

Exercise: Schedule/Order/Request Your Media Kit Elements

Element	Requested/Ordered From	Due Date
Headshots		
Cover Images		
Book Reviews		
Testimonials		



Generate Massive Exposure with A Book Signing Event

Page 18

Exercise: Design Your Media Kit

Whether you'll be creating a full-color printable brochure or just a page on your website, it can help t your design ideas. This way you can have something to show your designer o sketch or web developer.



STEP 7: WRITE AND DISTRIBUTE PRESS RELEASES

Once the darling of SEO pros, online press releases have in recent years fallen out of favor. Much like guest blogging, their value in terms of backlinks has fallen off significantly, but they do still have a value, especially for offline events.

Starting 6 to 8 weeks before your event, distribute targeted press releases to the media outlets in the location where you'll hold your event. Some points to remember:

- Address your press release to a specific person
- Target your release to your market – the more specific the better
- Tie-ins with other local happenings and holidays increase your newsworthiness
- The headline is the single most important element of a good press release. Make it count.
- Know the audience. Newspaper readers are not the same people who listen to the morning shock jock. Tailor your release to the audience you're trying to reach.
- Include your full contact information.

Be sure to cover all the local media, including:

- Radio stations
- Television stations
- Daily and weekly newspapers
- Local magazines
- Bloggers
- Local talk shows

Press releases have a standard structure, making them easy to write (and read). Yours will be much better received if it follows this structure.

- ☐ No-nonsense headline
- ☐ Opening paragraph that covers who, what, where, and when.
- ☐ Two to three body paragraphs with more details
- ☐ Contact information



Generate Massive Exposure with A Book Signing Event

Page 20

Exercise: Draft A Press Release



Generate Massive Exposure with A Book Signing Event

Page 21

Exercise: Identify Appropriate Media Outlets and Contacts

Outlet	Contact & Email	Release Sent On



STEP 8: PREPARE FOR THE BIG DAY

Unfortunately, unless you have a big publishing house behind you and an instantly recognizable name, you can't just breeze in on the day of your signing and settle in to autograph some books. You'll likely also need to do some of the setup and prep work as well, and you'll need to be sure you've got plenty of supplies on hand.

Be sure to arrive at least a few minutes early so you can get to know the location. You'll want to know where the bathroom is, where you can stash extra copies of your book or other materials, and where the staff's break room is (for their snacks).

If it's not already set up for you, you'll want to spend some time arranging your table and materials. Try to set up near the front door if possible. If you're stuck in the back of the store, you'll have a lot less traffic. Post your "Author Appearance Today" signage, arrange a stack of books on the table, and get ready to greet your public.

In addition, take a few minutes to meet and chat with each member of the staff. They can help you sell more books, so going out of your way to be kind to them is critical to your success. Bring them coffee and donuts or pizza and soda for a little added love.

Exercise: Make a Packing List

Just as if you're packing for a trip and don't want to forget anything, you'll want to "pack" for your book signing. For starters, bring with you:

- ☐ Pens
- ☐ Bookmarks (how many?) _____
- ☐ Postcards (how many?) _____
- ☐ Flyers (how many?) _____
- ☐ Water



Generate Massive Exposure with A Book Signing Event

Page 23

- ☐ Candies
- ☐ Books (how many?) _____
- ☐ CC machine/cash for change
- ☐ An assistant (who?) _____
- ☐ Snacks for the staff

It's Not Really Just a Book-Signing Event

The truth is, it's much more than that. At least it should be, if you want your event to be successful.

A great author event offers several components to ensure it appeals to the widest audience. Some people just want to meet a real writer. Some want to learn more about the book. Some want to mingle with other fans. Some want to learn more about the subject. A well-planned book signing can accomplish all of that and more.

Start with a Reading

Depending on your subject matter, a short reading is often expected at a book signing. Of course, this is where most authors freeze up in fear, and begin to make excuses about why they don't speak in public.

Here's the truth though: no one is better suited to read your book to an audience than you are. After all, only you know the precise inflections you intended when you wrote each sentence. So now is not the time to be shy. Step up to the podium with confidence and give your fans what they came for.

Some tips to help you get through your first – or fiftieth – live reading:

- Keep it short. Aim for no more than 10 minutes.
- Make eye contact with audience members.
- Practice ahead of time and record yourself if possible, so you can spot problems ahead of time.



Generate Massive Exposure with A Book Signing Event


Page 24

- Smile. Greet the audience with genuine warmth.
- Relax. It's just a reading, not the state of the union address.

Exercise: Choose the Passage You'll Read

You probably love all parts of your book, so it might be a good idea to get some input from friends and beta readers about what parts they found particularly inspirational, moving, or meaningful.

Page Number(s)	Recommended By	What I Like About It



Generate Massive Exposure with A Book Signing Event

Page 25

Clearly you won't read all of these selections, but do spend some time practicing each and deciding which one ultimately makes the cut.

Follow-up with a Q&A

One thing people love about book signings is the opportunity to ask questions of the author. They'll want to know how you got started in your field, how you did your research, what this or that celebrity is really like, how they can become a writer, and a host of other things about you, your book and your career.

Again, relax, be yourself, smile a lot, and be sure to thank everyone for his or her participation and for taking the time to come out.

You'll Sign Some Books, Too

Finally, it's time to get out your favorite pen and sign some books!

Be sure to smile a lot, greet everyone personally, and do more than just sign your name. It's good practice to write a little something inside each book. You don't have to stress over a personal message, though. Instead, come up with one or two lines ahead of time that match your book and your personality, and sign each one the same.

For example, if you've written a self-help book, you might sign each book:

"To NAME – Never stop striving for the best! YOUR NAME"

Even though you're signing each book the same, to your guests it will feel personal. Just remember to always include her name.

At the end of your event if there are books left, you might offer to sign and leave them. Be sure to add a sticker that says "Signed by the author" to the cover, so readers will know.



Generate Massive Exposure with A Book Signing Event

Page 26

Exercise: Brainstorm Signatures

Deciding in advance how you'll sign each book will take a lot of pressure off of you. But that doesn't mean you have to sign them all alike. Instead, draft several signatures you can use.

After the Event

Now that your big day is done, it's time for a huge sigh of relief – not to mention a few pats on the back for a job well done. But don't rest too long, because there is still a bit of work to be done to ensure you have the best possible results from your event.

First, be sure to reach out to your hosts with a well-deserved and sincere "Thank you!" Chances are these folks worked nearly as hard as you to make the event run smoothly, so they certainly earned your gratitude.

Consider sending a hand-written thank you card (remember those?), some flowers, or even an edible bouquet or gift basket. Be sure to mention by name everyone on the staff that went above and beyond to make your event shine. Your personal thanks will help ensure that next time you have an event, they'll be more than happy to play host.



Generate Massive Exposure with A Book Signing Event

Page 27

Follow-up with guests who signed in as well, but only if they've agreed to be added to your mailing list. A friendly email thanking them for attending and offering a free gift (perhaps the first chapter of your next book) is a great way to make a good impression and encourage them to chat up your book to others who might be interested.

Finally, be sure to publicly thank everyone who helped along the way. Posting your heartfelt thanks on social media for all to see lets the world know that you're not some unapproachable author, but a real person. Not only that, but it might very well encourage others to host you for upcoming events, when they see how much you appreciate the time and effort that goes into it.

Exercise: Pamper Yourself!

Head out for a nice meal, take a day off, visit the spa, or just veg out in front of the TV. The choice is yours, but DO take the time to do something nice for you. After all, you've earned it!


I'll pamper myself after my book signing by...

Book Signing Benefits for Every Author – Even Newbies

You don't have to be Stephen King to reap the rewards of a well-planned and executed book-signing event. In fact, it could be argued that for brand new authors, a book signing is one of the best ways to get in front of your public. The personal interaction and meet & greet style of a book signing gives potential fans an opportunity to get to know you in a way that just can't happen in a blog or even on social media. A great book-signing event gives you:

- Good press opportunities
- More sales
- Better audience reach





Generate Massive Exposure with A Book Signing Event

Page 28

- Raving fans

Here's the key takeaway though, if you want to reap those rewards: Careful planning. Put thought into your audience, the appropriate venues, the format of your event, and what you want to accomplish with it, and you will see more success than you can imagine!



APPENDIX A - BOOK SIGNING ASSISTANT CHECKLIST

Book-Signing Assistant Checklist

The last thing you want to do on the days leading up to your event is worry about the details. Your VA or assistant can handle the small things, so you can concentrate on more important matters.

One month prior to the event

- ☐ Distribute press releases
- ☐ Contact local radio/television to arrange interviews
- ☐ Confirm dates with venues


One week prior to the event

- ☐ Follow-up calls to local media
- ☐ Confirm all print materials (flyers, bookmarks, postcards, posters) are on hand
- ☐ Ensure adequate quantities of books are available

Day of the event

- ☐ Confirm all event materials are packed and ready to go (see What to Bring checklist)
- ☐ On arrival, verify proper setup – table location, etc. – and work with venue personnel to change if necessary
- ☐ Help greet customers
- ☐ Keep supplies stocked (pens, flyers, books, business cards, etc.)
- ☐ Make water and snack runs as necessary





Generate Massive Exposure with A Book Signing Event

Page 30

- ☐ Encourage visitors to sign in
- ☐ Help pack up

After the Event

- ☐ Mail thank-you cards
- ☐ Enter new emails in your autoresponder system
- ☐ Make detailed notes about what worked and what didn't, so improvements can be made for next time.



APPENDIX B - EVENT MARKETING CHECKLIST

Two Months Before Event:

- ☐ Write press releases for general distribution
- ☐ Create a press kit and distribute it
- ☐ Collect blurbs from readers

One Month Before Event:

- ☐ Send press releases to local news outlets
- ☐ Guest blog on sites with local following
- ☐ Send signage and flyers to your host/venue
- ☐ Schedule podcast interviews
- ☐ Create a calendar of events on your website or blog
- ☐ Start reminding your mailing list about upcoming events


Week of the Event:

- ☐ Let your social media followers know where you'll be appearing
- ☐ Contact local morning radio shows for guest spots
- ☐ Ramp up your paid advertising
- ☐ Continue to email your list

Day of the Event:

- ☐ Tweet and Facebook
- ☐ Email last minute reminders to your mailing list





Generate Massive Exposure with A Book Signing Event

Page 32

- ☐ Share photos and updates on Twitter, Facebook and Instagram as the event is happening

After the Event:

- ☐ Leave a few signed copies of your book behind for sale
- ☐ Send a thank you note to your host
- ☐ Follow-up with an email to those who attended
- ☐ Thank you hosts and guests publicly on social media and your blog



APPENDIX C - EVENT SIGN-IN SHEET

Welcome to [VENUE]! We're thrilled to have you join us today to meet [AUTHOR]. If you'd like, please fill in your name and email below to receive updates about upcoming events, new book releases, and special offers from [AUTHOR].

Name

Email

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
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_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____



APPENDIX D - FLYER DESIGN CHECKLIST

Be sure to incorporate these elements in your flyers and other print materials.

- ☐ Book cover image
- ☐ Your photo
- ☐ Dates/times/locations
- ☐ One-sentence blurb about your book
- ☐ Short (and raving) reviews
- ☐ Your target audience
- ☐ Your sponsor's logo
- ☐ Your venue's logo
- ☐ Your URL
- ☐ Your social media accounts
- ☐ Short bio
- ☐ Any special events (cooking demo, workshop, reading, etc.)

Bookmarks and Postcards

Obviously, space is an issue here, but be sure to include these most important elements:

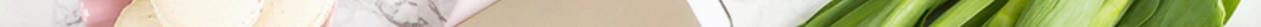
- ☐ Book cover image
- ☐ Your URL
- ☐ Short (one line or less) blurb about the book
- ☐ Your headshot



APPENDIX E - OUTSOURCE TASK LIST

Use this sheet to track projects and tasks you've assigned to your team so that nothing gets lost in the shuffle.

Task	Team Member	Due Date	Notes
Research venues	_____	_____	_____ _____
FB/Ad Graphics	_____	_____	_____ _____
PPC Ads	_____	_____	_____ _____
Press releases	_____	_____	_____ _____
Order bookmarks	_____	_____	_____ _____
Order flyers	_____	_____	_____ _____
FB Page	_____	_____	_____ _____
Guest posts	_____	_____	_____ _____
Interview opps	_____	_____	_____ _____



Generate Massive Exposure with A Book Signing Event

Page 36



Generate Massive Exposure with A Book Signing Event

Page 36

[illegible]

APPENDIX F - PRESS KIT CHECKLIST

- ☐ High-resolution book cover image
- ☐ Low-resolution book cover image
- ☐ High-resolution headshot
- ☐ Low-resolution headshot
- ☐ Book summary (one paragraph or less)
- ☐ Book excerpt (up to an entire chapter)
- ☐ Reviews/blurbs from influential people
- ☐ Your bio
- ☐ Your contact info
- ☐ Awards (for the book or you, personally)
- ☐ Media FAQ (list the most common questions and their answers)
- ☐ Suggested interview topics
- ☐ "As seen on..." (outlets where you've been featured)
- ☐ Cut and paste content for use in print and online (blog posts, quizzes, short Q&A)
- ☐ Interesting facts and figures on your topic
- ☐ Video/audio clips



APPENDIX G - PRESS RELEASE TEMPLATE

[For offline distribution, include your contact info at the top. For online, put it at the bottom.]

MEDIA CONTACT

Your Name

Your Address

Your Phone

FOR IMMEDIATE RELEASE [Replace with FOR RELEASE ON {DATE} if you want them to hold it for later]

Your Headline Should Be in Title Case And Written In Clear Language

Your subtitle gives more explanation and is written as a complete sentence.

CITY, State, MONTH XX, 20xx – This is the first paragraph. It should contain all relevant information including who, what, where, when and why. Assume that your readers will only read this paragraph, and give them everything they need to know. Use language you would find in the first paragraph of a newspaper article.

The following paragraphs support your first paragraph and can include additional details about your event, why you wrote the book, who your audience is, and any other interesting facts. Keep in mind that press releases are always written in third person (no "I" or "you") and should read like a news piece. Include quotes from readers or your event host, if you have them.

Aim for 500 to 800 words in length, and end with a paragraph about you. For example: Annie Writer has been selling on eBay successfully since 2003, when she created her first listing. Through her website and blog, she trains new eBay sellers to use her proven techniques to attract more attention to their sales and earn higher profits on auctions while avoiding the most common pitfalls. You can reach Annie at annie@writer.com or through her website, <http://yoursite.com>.

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[For offline distribution, include your contact info at the top. For online, put it at the bottom.]

MEDIA CONTACT

Your Name

Your Address

Your Phone



APPENDIX H – WHAT TO BRING TO THE EVENT

For your table:

- ☐ Books
- ☐ Pens
- ☐ Sign-in sheet
- ☐ Notepad
- ☐ Business cards
- ☐ Bookmarks
- ☐ Postcards/flyers
- ☐ Table decorations (if not provided)
- ☐ Candy dish
- ☐ Small candies (Hershey's kisses, Dove chocolates, etc.)


For you:

- ☐ Reading glasses
- ☐ Comfortable shoes
- ☐ Bottled water
- ☐ Sweater
- ☐ Lip balm

If you'll be selling books:

- ☐ Credit card machine/PayPal Payment App





Generate Massive Exposure with A Book Signing Event

Page 40

- ☐ Change for cash purchases

Miscellaneous:

- ☐ An assistant to help with setup and guest management
- ☐ Digital press kits
- ☐ Donuts or other snacks for the staff
- ☐ Small gift for the manager



APPENDIX I - LOCAL MEDIA CONTACTS

Outlet	Name	Phone	Email	PR Sent	Response

APPENDIX J - VENUE RESEARCH

Name	Address	Primary Contact	Phone	Email	Dates Available	Response