

Local Authors: Promoting Your Book Signing

It's very important to get the word out about your book. If you have a signing here at the book shop, we will send out a press release, letting the local papers know the time and date of the event. However, a successful signing takes so much more.

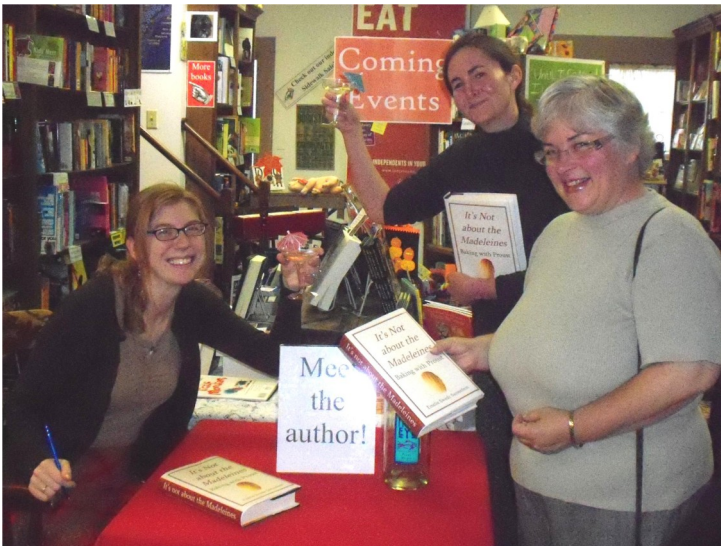
There is nothing sadder than a wet evening (or afternoon) with an author seated behind a little table in a shop, waiting for someone to come in and notice the book they have written. Let people know you will be here. In the same way that a crowded restaurant draws prospective diners, an author surrounded by happy, interested people draws prospective readers. Some simple ways to generate interest are:

Tell everyone you know, and ask them to tell others.



This author wishes she had told more people about her signing.

Arrange for friends to be at your signing. Having a supportive group with you will make your signing much more fun. Main Street is packed with darling little restaurants and shops to explore, if your companions would like to make a day of it. Or you can all go for a meal or a drink afterwards.



This time, she told everyone!

Branch out. Notify your high school &/or college alumni associations. They generally need a fair amount of advance notice (6 – 8 weeks at least), but they will often put alumni authors' book signings in their newsletters. If you have a place of worship, they may agree to list your event in a weekly bulletin. Any sort of social organization is good to ask for help. Are you a member of the Lions or Rotary? Your local branch might want to know about your book signing. Think of any groups to which you belong – a writer's group, a softball league, even...

Facebook! It's easy to promote your signing with on-line social networks. If you're already on facebook, it's simple to let friends know about your event. You can also link to the book shop's facebook page at www.facebook.com/learnedowl and to our regular website, www.learnedowl.com.

No matter how your signing goes, keep a positive attitude. Sometimes there'll be a huge crowd, sometimes not. Whatever happens, remember, undiscovered genius is still genius, so keep a smile on your face and enjoy the whole author experience. --*The Learned Owl Book Shop*