

## Colorado Christian Writers Conference

### Book Signing Tips

We're excited to present an author's panel and book signing Friday evening – and hope *you* are excited to participate!

If you are a debut author – or even if you are multi-published – you may find the following book signing tips helpful...

1. Dress comfortably, but not sloppy 😊.
2. Bring at least 2 pens that dry quickly and don't smear.
  - ✓ Test the pens before the book signing.
3. Wash your hands before the signing. (You don't want to smudge the pages!)
4. Be prepared to briefly answer questions about your book.
5. Don't be shy – make friends!
  - ✓ Stand to engage customers - don't camp out in the chair.
  - ✓ Talk to the people who pass by.
6. Give something away – bookmarks, wrapped candy (chocolate is always welcome!).
  - ✓ Don't forget your business cards.
7. If you have an e-newsletter, you may want to have a sign-up sheet available for new subscribers.
8. As customers hand you a book to sign, ask whether they want you to personalize the book.
  - ✓ If yes, ask for the spelling of their name. Don't assume you know how names are spelled – Mary could also be Maree, Mari, or Marey 😊.
  - ✓ Options:
    - sign only your name
    - include a short, personal message
    - include the date
9. Thank the customer as you hand them the signed book.
10. Smile – enjoy yourself!
11. Don't be disappointed if you don't sell as many books as you expected.
  - ✓ Remember, this is also about relationships.
  - ✓ If you give out bookmarks, business cards, etc., customers will have the information needed to purchase your book when they return home.