



**GOOD NEWS!**

**SPRING, SUMMER and FALL BOOK SALES!**

**WARMER WEATHER IS COMING and COVID-19 WILL SOON BE BEHIND US.**

\*\*\*\*\*

**NOW IS THE TIME TO PLAN ON SELLING BOOKS:**

- Make sure your Author's Page at 'Book Marketing Global Network' is up-to-date.
- Make sure all your books are in our 'Global Library' and/or 'Grandma's Book Club'.
- Make sure we submit all your book(s) to our monthly contests.
- Submit your book manuscript to our 'Book Review Program' for consideration.

**ADDITIONAL THINGS YOU CAN DO:**

- Set up a 'Book Signing Table' in your neighbor/community yard sale.
- Look through your local newspaper, do your research for large yard sales, and ask permission to set up a 'Book Signing Table' at yards sales happening in your community.
- Set up a 'Book Signing Table' at your local flea markets, fresh air markets, etc.
- Set up a 'Book Signing Table' at your Church or Civic Center's Craft Fairs.
- Ask your local 'Mom and Pop' book stores to allow you to set up a 'Book Signing Table'.
- Ask your local pool committee, to allow you to set up a 'Book Signing Table' pool side.
- Ask your local 'Mom and Pop' Drug stores and food centers if you can set up a 'Book Signing Table'.

**SUGGESTIONS FOR A SUCCESSFUL 'BOOK SIGNING':**

- Buy boxes of your book(s), don't run out.

- Offer both Cash and Credit/Debit Card Purchases, if you can.
- Have large posters/signs advertising your 'Book Signing' event near and around your table.
- Hand out free Book Marks, Refrigerator Magnet, or Flyer to all adults who stop by. Make sure to lists your books and purchase links on those items.
- Hand out free balloons/whistles/bubbles or other gift to kids.
- Offer free drinks and snacks at your table.
- Have a 'Lap Top' set up playing an advertisement about your book(s). You could have a 'book reading' playing with appealing music? Research shows the slower and softer the music, the longer people shop.
- Use blue in your color scheme. Researcher say blue invites people to stay longer.

**Be Creative!**

**Keep A Positive Attitude!**

**Have Fun!**

**Article Written by Book Marketing Global Network**

**Article Date: March 14-2021**

<http://www.bookmarketingglobalnetwork.com>