

EXPERIENCE YEAR ROUND BOOK SALES IN YOUR OWN COMMUNITY!

SPRING, SUMMER, Fall AND WINTER BOOK SALES!

Make A Plan:

- 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'.
- Submit your book manuscript to our 'Book Review Program' for consideration.

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.

In The Winter Months: Don't Forget All The Local Community (Church) Christmas and Craft Fairs.

Stay Creative!

Keep A Positive Attitude!

Have Fun!

Article Written by Book Marketing Global Network

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We Are Building A Strong Readership!

Book Marketing Global Network!