

## Idea Lab- April meeting- Book Fair notes

### Picking table at book festival

- First table on the right
  - 90% of people turn right first

### Tablecloth – neutral and appeals to eye

- Doesn't draw attention away from books
  - Overlay a 2<sup>nd</sup> tablecloth

### Small portable book shelf for display

- Metal or wood, should be collapsible
  - Maximize given space

### Something to draw attention that relates

- Horror write → coffin

### Michaels and Staples for individual displays

- Librarysource.com
- Amazon → search for wire stands
- Brochure and bookmark holders as well

### Pathway for the eye, how books on table set

- Passer glances over all available titles
- Setup



- Display more than one book
  - People don't want to "mess up the display"
- Get the book in their hands, children work with hands

### Engage with passersby, stand for books

- Get them talking

### Rectangle table, have display idea ready

### Book sides – what else is there

- Candy
- Bookmarks
- Small stuffed animals
- Little giveaway – bigger crowd draw
- TRT banners (retractable banner)
  - Generic for reusability – no dates

### Expand influence beyond the table

- Hooks into crowd, book cover on sponges

- Play off human likes – beer, money, etc.
- Keep it simple and direct

Know your neighbors, point buyers to neighbors and they point to you, help each other

Dress up if you can, be your own sales

- Don't make it too ridiculous
- Keep professionalism unless appealing to kids

Free stuff continued

- Door hangers
- Business cards
- Tootsie rolls – kosher, gluten free, fat free
- Dollar store Knick-knacks related to series

Something weird to sell, draw people to buy books

- T-shirts

Elevator speech – engages people

- Discuss benefits of book
- Depending on crowd, tell what there isn't
- Area related pieces of books, setting
- Reviews from others

Plan for events – Facebook group page

- Link to event posting

### Budget

More \$ paid → more books to sell

Find a personal level – willing to pick and choose

Keep transportation in mind

Always be looking for events

### Inventory

- Crowd based

10-15 of a single title, better to have too many than not enough

Can never predict # of attendees

- Could fine # on website
- Network, ask those who sold there before

Don't be the same guy at the same festival, repeat buyers

New book every year to keep people buying

Offer your entire catalogue, never know

A year - 18 months to finish a book

Anthologies → bring 2 most recent

Can go with only one title

- Just be economical with it

If bringing a series, have more of the first

- Bundle to sell more

Take steps to get them to remember you – a little loss to gain street cred is worth it

- Comic con/bigger festivals
- Kick starter
  - Get your name out there
  - Not just about \$

Email signup – keep contact to keep interest

- Make a mailing list
- Email can be more valuable than social media
  - Don't abuse it, once a month works
  - Little give away to get emails
  - Constant contact or MailChimp
    - Offer an opt out link \*legal stuff

Blogs must be consistent

- Post frequently to work

Funnel everyone to your website

- Link in every social media post

### Don't do continued

Don't sit behind display, be out front

- Target collapsible chairs out front of stand to sell
- T-shirts: related to book only for kid's books

Framed broadsides (or a page holder, maybe a scroll) – art, poetry, mixes

- Give them something cheap/free to walk away with

### Publishing Companies

Watch for screw overs – They will do one good, then gets worse

## Watch for flags

- Changing people who manage authors
  - Sign of business going bad
- Watch for copyright and binding contracts
  - You own your work – copyright
- Look for right of first refusal clause
- Clear understanding of when to consign
- Look for people looking to exploit you as a groupie
- If it sounds too good, probably is

You never know who your fan base is

Self-publishing – pay for what you need to pay for, do what you can

Be honest with yourself – no one can self-edit

Invest in yourself – make book festivals worth it

Predators and Editors review site