Successful Author Events

Julie Swearingen Event Manager, Roundabout Books Owner & Editor, Quail Run Editorial

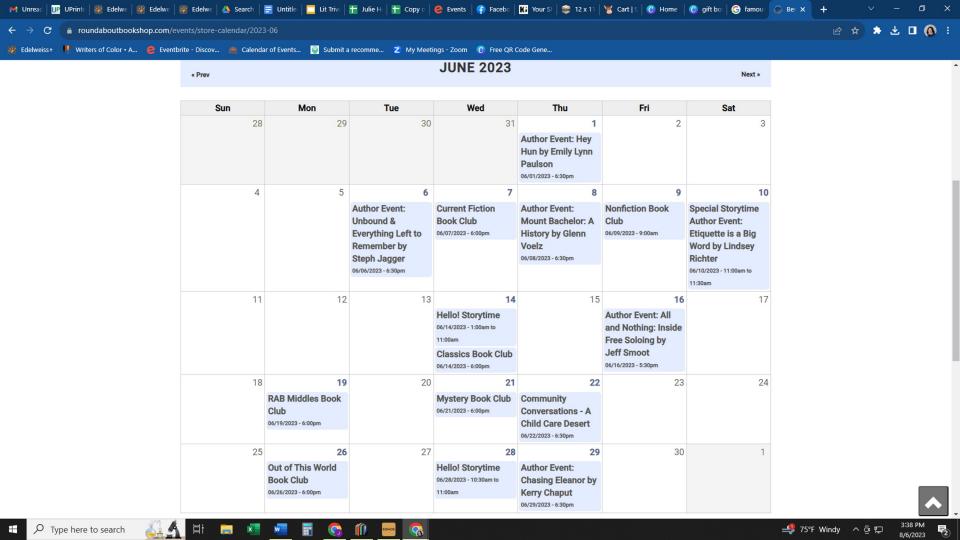
Pitching a bookstore

When should you pitch an event?

- a. Four to six months before publication
- b. Four to six months before intended timeframe; e.g. you would like an event in May—pitch in December or January

Identify the right bookstore

- a. Why this bookstore?
- b. Do you have a connection to the area? Does the book?
- c. Will your books sell at this store?
- d. What are the genres they sell most?
- e. What others events have they hosted that correlate to your book?



Pitching a bookstore

Approaching the bookstore

- a. Do they have an event request page?
- b. Does it list types of event they will or won't do?
- c. Does it list their capacity?
- d. Do they have an event contact?
- e. Do not rely on "info@" or contact forms.
- f. What kind of event are you proposing?
 - In-conversation? With whom? Fellow author? Will we be promoting their book(s) as well? Please do not leave this for the store to determine.
 - ii. Presentation? Do they have a screen and projector?
 - iii. Reading and book talk?



AUTHOR EVENTS

Are you interested in hosting an event at Roundabout Books?

Bend, Oregon is the 4th fastest growing city in the country, and we are proud to be an independent bookstore in the heart of Bend's growing west side. Located just a short distance outside of Portland and dubbed the outdoor playground of the west, Bend has a lot to offer visiting authors, and Roundabout Books is committed to making your visit comfortable and enjoyable.

Roundabout Books hosts over 100 events every year. Our store can seat approximately 60 people comfortably, and we utilize off-site space for larger events. We advertise all of our events on our social media platforms, website calendar, in our newsletter which currently reaches over 7,000 customers, and we distribute your event info to news outlets throughout Bend, including The Bulletin, The Source Weekly, and VisitBend.com.

*Roundabout Books reports weekly sales to the NY Times and the American Booksellers Association.

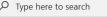
If you're interested in hosting a book event at Roundabout Books, please complete this google form.























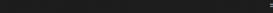




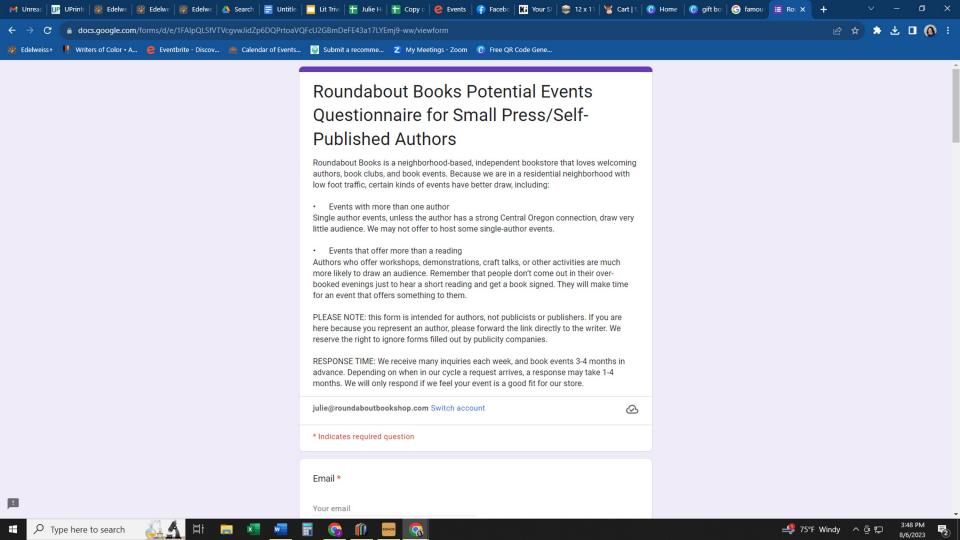


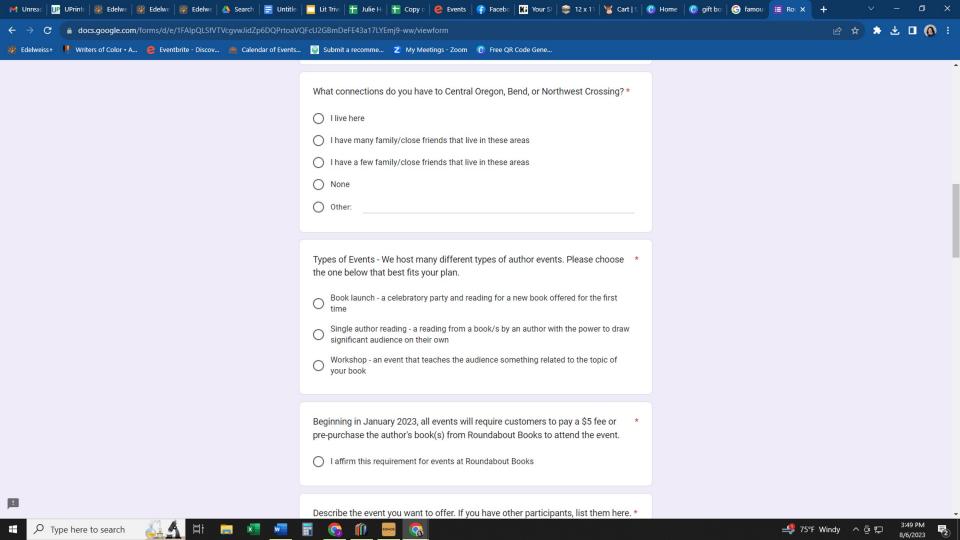


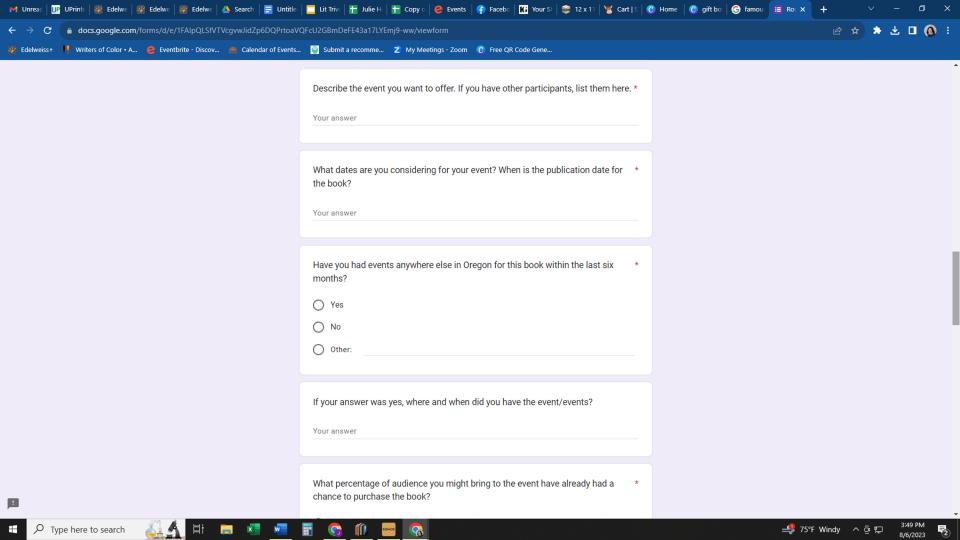


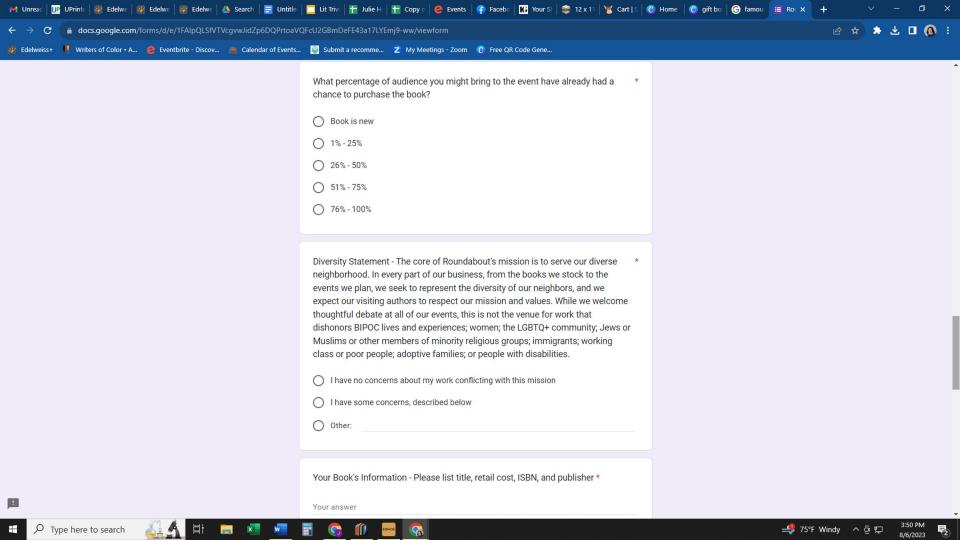


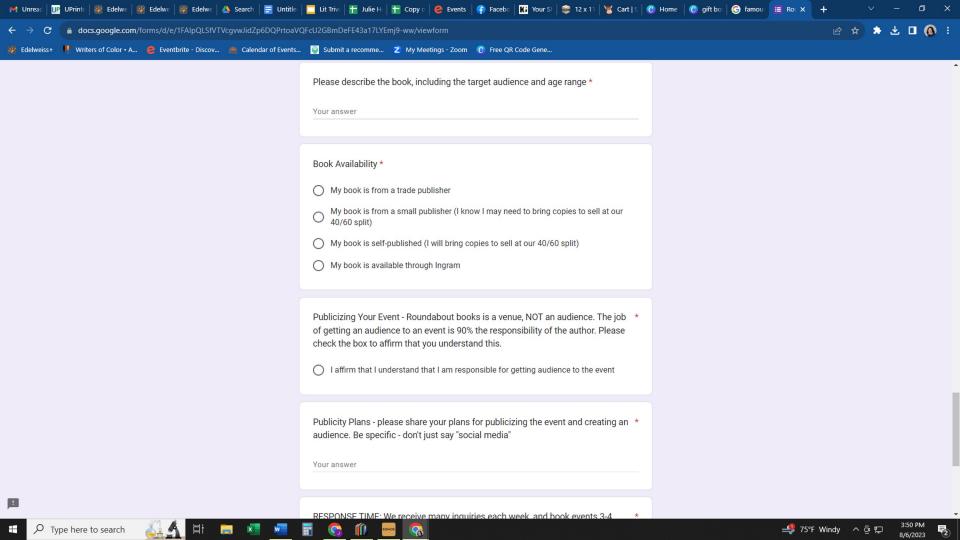


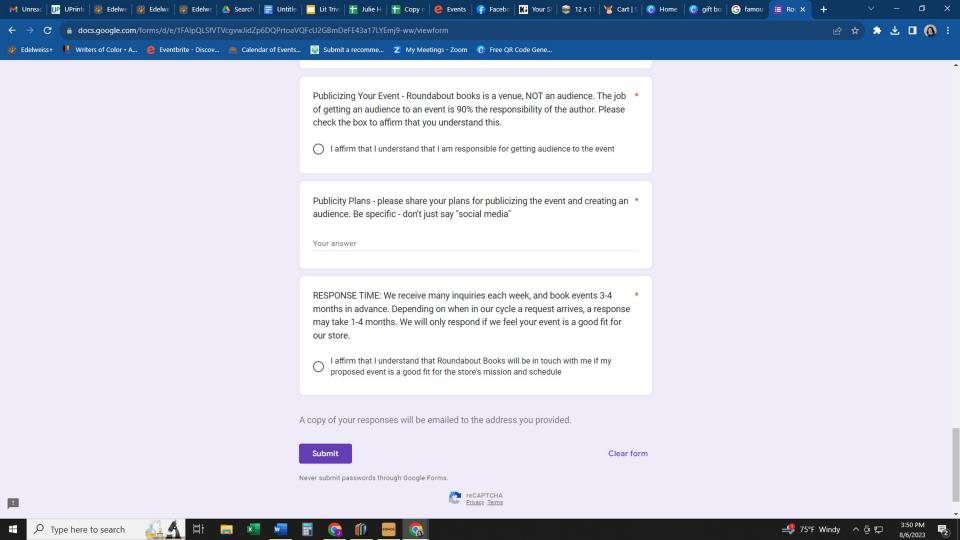












Event is scheduled

What the bookstore needs from you

- a. Where is your book available? Can we order it from Ingram, the publisher, consignment?
 - i. We will NEVER order from Amazon, Ingram Spark, BookBaby
- b. A 50-200 word book synopsis?
- c. A 50-150 word bio
- d. JPG or PNG book cover and author headshot (higher resolution available)
- e. Reviews or blurbs

Marketing your event

Newsletter/Email

• If you have a newsletter or personal email list, send them an invite.

Social Media

- Is the bookstore making a Facebook event? Make sure you are a "co-host" or have the link to use for invites.
- Post about the event on FB, Instagram, Twitter, TikTok (whichever you use) and tag the bookstore

Word of mouth

Who knows you've been writing a book? Invite them to the event!

Event outline

In-conversation

- a. Do you have specific questions you do or don't want your partner to ask? It's OK to send them a list beforehand.
- b. Is this a straight interview for you or a conversation where you both talk about writing, etc?

2. Presentation

- a. Is the file on your laptop or a thumb drive?
- b. Does your laptop have an HDMI port? (Macs are notorious for not having this option-bring a dongle!)

3. Reading/book talk

- a. Why did you write the book?
- b. What is your connection to the subject matter (whether fiction or nonfiction)?
- c. What is your writing process like?
- d. Did you have to research for your characters, etc?
- e. DO NOT READ MORE THAN 5 MINUTES AT A TIME!

And remember...

- At least 20% of your invitees will no-show—let it go!
- Do not sign all of the books after the event—if they are from Ingram the bookstore cannot return them. Do this and you won't be invited back.
- Create an author signature that is not your real signature—easy identity theft.
- Confirm with the bookstore about additional marketing materials—bookmarks, postcards, etc, before you leave them with the store.
- Confirm with the store before bringing an "email signup" list.
- If you need to cancel for ANY reason, give the bookstore as much notice as possible.
- Please be gracious if the bookstore needs to cancel your event.