

# Successful Author Events

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# 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?

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roundaboutbookshop.com/events/store-calendar/2023-06

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JUNE 2023

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Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	31	1 Author Event: Hey Hun by Emily Lynn Paulson 06/01/2023 - 6:30pm	2	3
4	5	6 Author Event: Unbound & Everything Left to Remember by Steph Jagger 06/06/2023 - 6:30pm	7 Current Fiction Book Club 06/07/2023 - 6:00pm	8 Author Event: Mount Bachelor: A History by Glenn Voelz 06/08/2023 - 6:30pm	9 Nonfiction Book Club 06/09/2023 - 9:00am	10 Special Storytime Author Event: Etiquette is a Big Word by Lindsey Richter 06/10/2023 - 11:00am to 11:30am
11	12	13	14 Hello! Storytime 06/14/2023 - 1:00am to 11:00am Classics Book Club 06/14/2023 - 6:00pm	15	16 Author Event: All and Nothing: Inside Free Soloing by Jeff Smoot 06/16/2023 - 5:30pm	17
18	19 RAB Middles Book Club 06/19/2023 - 6:00pm	20	21 Mystery Book Club 06/21/2023 - 6:00pm	22 Community Conversations - A Child Care Desert 06/22/2023 - 6:30pm	23	24
25	26 Out of This World Book Club 06/26/2023 - 6:00pm	27	28 Hello! Storytime 06/28/2023 - 10:30am to 11:00am	29 Author Event: Chasing Eleanor by Kerry Chaput 06/29/2023 - 6:30pm	30	1

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# 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?
  - i. 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](#).



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Roundabout Books Potential Events  
Questionnaire for Small Press/Self-  
Published Authors

Roundabout Books is a neighborhood-based, independent bookstore that loves welcoming authors, book clubs, and book events. Because we are in a residential neighborhood with low foot traffic, certain kinds of events have better draw, including:

- Events with more than one author

Single author events, unless the author has a strong Central Oregon connection, draw very little audience. We may not offer to host some single-author events.

- Events that offer more than a reading

Authors who offer workshops, demonstrations, craft talks, or other activities are much more likely to draw an audience. Remember that people don't come out in their over-booked evenings just to hear a short reading and get a book signed. They will make time for an event that offers something to them.

PLEASE NOTE: this form is intended for authors, not publicists or publishers. If you are here because you represent an author, please forward the link directly to the writer. We reserve the right to ignore forms filled out by publicity companies.

RESPONSE TIME: We receive many inquiries each week, and book events 3-4 months in advance. Depending on when in our cycle a request arrives, a response may take 1-4 months. We will only respond if we feel your event is a good fit for our store.

julie@roundaboutbookshop.com [Switch account](#)

\* Indicates required question

Email \*

Your email

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What connections do you have to Central Oregon, Bend, or Northwest Crossing? \*

- ☐ I live here
- ☐ I have many family/close friends that live in these areas
- ☐ I have a few family/close friends that live in these areas
- ☐ None
- ☐ Other: \_\_\_\_\_

Types of Events - We host many different types of author events. Please choose the one below that best fits your plan.

- ☐ Book launch - a celebratory party and reading for a new book offered for the first time
- ☐ Single author reading - a reading from a book/s by an author with the power to draw significant audience on their own
- ☐ Workshop - an event that teaches the audience something related to the topic of your book

Beginning in January 2023, all events will require customers to pay a \$5 fee or pre-purchase the author's book(s) from Roundabout Books to attend the event.

- ☐ I affirm this requirement for events at Roundabout Books

Describe the event you want to offer. If you have other participants, list them here. \*

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Describe the event you want to offer. If you have other participants, list them here. \*

Your answer

What dates are you considering for your event? When is the publication date for the book? \*

Your answer

Have you had events anywhere else in Oregon for this book within the last six months? \*

☐ Yes

☐ No

☐ Other:

If your answer was yes, where and when did you have the event/events?

Your answer

What percentage of audience you might bring to the event have already had a chance to purchase the book? \*

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What percentage of audience you might bring to the event have already had a chance to purchase the book?

☐ Book is new

☐ 1% - 25%

☐ 26% - 50%

☐ 51% - 75%

☐ 76% - 100%

Diversity Statement - The core of Roundabout's mission is to serve our diverse neighborhood. In every part of our business, from the books we stock to the events we plan, we seek to represent the diversity of our neighbors, and we expect our visiting authors to respect our mission and values. While we welcome thoughtful debate at all of our events, this is not the venue for work that dishonors BIPOC lives and experiences; women; the LGBTQ+ community; Jews or Muslims or other members of minority religious groups; immigrants; working class or poor people; adoptive families; or people with disabilities.

☐ I have no concerns about my work conflicting with this mission

☐ I have some concerns, described below

☐ Other: \_\_\_\_\_

Your Book's Information - Please list title, retail cost, ISBN, and publisher

Your answer

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Please describe the book, including the target audience and age range \*

Your answer

Book Availability \*

☐ My book is from a trade publisher

☐ My book is from a small publisher (I know I may need to bring copies to sell at our 40/60 split)

☐ My book is self-published (I will bring copies to sell at our 40/60 split)

☐ My book is available through Ingram

Publicizing Your Event - Roundabout books is a venue, NOT an audience. The job of getting an audience to an event is 90% the responsibility of the author. Please check the box to affirm that you understand this. \*

☐ I affirm that I understand that I am responsible for getting audience to the event

Publicity Plans - please share your plans for publicizing the event and creating an audience. Be specific - don't just say "social media" \*

Your answer

RESPONSE TIME- We receive many inquiries each week and book events 3-4 \*

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Publicizing Your Event - Roundabout books is a venue, NOT an audience. The job of getting an audience to an event is 90% the responsibility of the author. Please check the box to affirm that you understand this.

☐ I affirm that I understand that I am responsible for getting audience to the event

Publicity Plans - please share your plans for publicizing the event and creating an audience. Be specific - don't just say "social media"

Your answer

**RESPONSE TIME:** We receive many inquiries each week, and book events 3-4 months in advance. Depending on when in our cycle a request arrives, a response may take 1-4 months. We will only respond if we feel your event is a good fit for our store.

☐ I affirm that I understand that Roundabout Books will be in touch with me if my proposed event is a good fit for the store's mission and schedule

A copy of your responses will be emailed to the address you provided.

Submit

[Clear form](#)

Never submit passwords through Google Forms.

 reCAPTCHA  
[Privacy](#) [Terms](#)

# 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

## 1. 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.