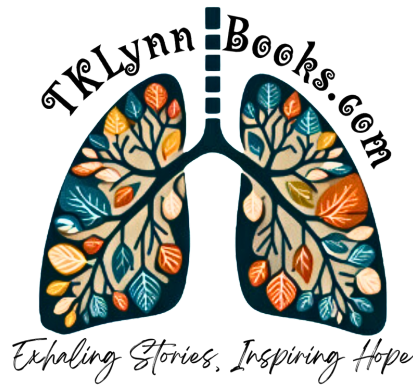




Book Signing Supply Checklist

It's an awful feeling, getting to your event, & realizing that you forgot a key part of your introduction. Don't leave it to chance, when you have so many other things you are trying to remember!

☐ Event Notebook with Details

I suggest keeping a single subject spiral notebook, with all the details about your big event, for quick and easy reference. Some important details would be:

- The event coordinator's name and phone number so that you can contact them in an emergency or for quick reference to name pull upon arriving.
- Address of your event.
- Time of Event
- The space/size provided for your setup
- Does your space have an electrical outlet close?

This is also perfect to writing any notes down during your event. The people who attend your book signing may give you useful information or new leads for additional opportunities or maybe even story ideas. If you are self-published and the bookstore does not keep track of sales for you, a notepad is great for recording how many books you sold. If you are Type A like myself, you may also want to create a spreadsheet for this.

☐ Books

This should be obvious, but there are times when you are in a rush where you may forget to bring what is most important. Do not forget to bring your books to the book signing! And if your publisher is responsible for shipping the books to an event, call to double-check that the books have arrived *prior* to the event.

☐ **Folding Table & Folding Chair**

Many bigger book venues will provide you a table and a chair, but If you have not arranged beforehand with the event coordinator to have a table and chair provided for you, then you must make sure to bring your own. Knowing your space size beforehand will help you pick the best size table, if needed. The best ones for events are folding tables that have pull-out legs (for easy setup), a plastic surface (to wipe clean), a locking latch on the side (so it doesn't swing open), and an attached handle (so it is easy to carry.) You will also want a folding chair that is comfortable, yet easy to set up. If anyone is coming to assist you, you may want an extra chair for them too.

☐ **Tablecloth/Table Runner**

It's usually suggested that a good color for a book event is black because it helps the book covers stand out & hides smudges if they should occur. I believe that your table should match your brand because it's not just your book that you are selling, but yourself as an Author. If you get a long one that drapes from the top surface to the floor, it can also serve to hide the extra boxes you may have stored beneath the table

☐ **Smooth Writing Pens**

Of course, if you are going to a book signing, you are going to need writing implements. Bring multiple! Pens have a habit of disappearing or running out of ink at these events

☐ **Payments Accepted**

If the bookstore or event you are attending does not do this for you, then you will need:

- A zip pouch full of cash (lots of ones, fives, tens, twenties so that you can make change)
- Square or other payment taking device. Even if you *do* take cash, it is advisable to also have a digital device that hooks up with your phone or laptop, so you do not miss out on credit card sales.
- Easy ways to access your other Financial Payments, such as PayPal, Venmo, CashAp, Zelle, ApplePay. Many people use a QR code which provides easy access to these various links. Having a flyer easily ready and available may be the difference between making a sale or not.

☐ **Calculator**

Even though most cell phones have calculators, it would be advisable to bring one. Sometimes a rush of adoring fans will all want to buy your book at the same time – nice thought, right? It can be a little crazy at big events. And it is hard when you have to use your cell phone for calls, payments, recording sales, and etc. all on the same device at the same time. Others who help you, may also want a calculator.

☐ **Promotional Items**

In addition to your books, you may also want to have bookmarks, stickers, or pens, to hand out. I also like to have a nice dish on hand with chocolates, as long as I'm indoors in the AC.

- Little books made out of chocolates
- Plant cuttings, promoting clean air for breathing

- Enter to Win Instructions & what they will win
- Basket and Paper for them to write their information down on if they want to enter but don't have social media

☐ **Clipboard for Your Newsletter List**

Having an email newsletter list is critical to an author's career. It is how you sell more books. You will want to have a clipboard with a sign up sheet (pre-printed) and a pen on your book signing table to gather the names and emails of your fans so you can share upcoming book releases and author news. For those that are tech savvy, you can have ready a QR code for people to scan, leading them to an online form, for them to Subscribe.

☐ **Book Stands**

You will want a way to help display your books that you are signing/selling. I suggest using a small layered shelf with small book stands to hold your books and display them. Mini wire picture frame stands are great to stand up promotional postcards or books because they save space on the table. Books also catch the eye of your customers better if they are standing rather than lying flat.

☐ **Signed By the Author Stickers**

Many of your fans will appreciate having special stickers that say 'Signed by the Author' on the cover of your book. Bookstores also allow local authors to come into the store and place these stickers on their books. These make the books stand out as 'special.'

☐ **Advertising Banners/Signs**

I use 2 large custom retractable banners to place near my table. I also use a smaller table top banner. Attendees of book signings are delighted when authors put together a collage of pictures, maps, drawings, or news articles that pertain to the book on a posterboard. You can display these posterboards on art easel tripods at your event. Gazing at these displays gives your fans something else to do, and additional insight into your story, which makes their time with you more worthwhile.

☐ **Other Eye-Catchers**

Anything you want to bring along that may catch a readers attention to your book. For instance, I bring a stuffed Sloth with me because the Sloth was a big part of my book.

I also utilize music in the background as a particular song played a major part in my book. To help with this, I bring along a wireless speaker.

☐ **Snacks & Drinks**

Sometimes book signings can be all day events. Even if it is a couple of hours, I would still suggest you bring a bottle of water and a few granola bars. There may be no time for lunch or there might not be a place to get something to eat if you get hungry. Book signings can require high energy and you may get hungrier than you think. If you are doing any type of book reading, you will definitely want something as dry mouth seems to be an inevitable part of reading out loud.

☐ Small Bags

Many people who buy more than one book would appreciate a bag to help carry them home. You may even want to purchase canvas book bags with the cover of your book on the side to be used as additional promo for everyone who sees it. However, if your book signing is at a bookstore where they collect the money for you, like Barnes & Noble, they will have their own bags at the checkout counter.

Check Your List, Check it Twice

I never leave for a book signing without going over my special itemized bulleted checklist to make sure I have not forgotten anything. I keep a copy in the front of my spiral notebook!

