



## **Book Loft Signing Policies & Procedures for Independent Author Signings**

The Book Loft offers local independent author signings. The signing takes place outside in front of the store. The Book Loft will provide a table, chair, book stands and water. We are happy to offer a signing venue located in a busy traffic area free of charge. We want your experience to be a positive one, so we would like to outline some of our policies and procedures before booking a signing:

- You must be a local author in Nassau, Camden, or Duval County in order to be eligible for a book signing.
- There is a 40/60 split on purchases of your materials when you sell at our store.  
**The Book Loft receives 40% of the sale price, while you receive 60%.**
- **Please understand we have a high volume of authors wishing to sell their books at The Book Loft. The number of books sold at the event will determine if we carry the book in the store or not.**
- **You must bring your own books to the store for the signing.**
- Before the event, we will enter the books into our inventory (computer program). This allows us to accurately track the amount sold during the signing.
- Buyers will purchase books at our cash register. **Please send customers to pay for their books before signing them.** We will keep track of the number of copies sold at the register and check it with you at the end of the signing.
- We have found that authors who can give their full attention to customers have the most success at sales! Remember, you are selling your books to customers. Friendly engagement is key.
- Due to safety hazards, we must keep the entrance of The Book Loft clear.

- PLEASE NOTE: If you cancel your OUTSIDE BOOK SIGNING you will have to wait for the next available spot as we have a very high volume of authors wishing to schedule a book signing at The Book Loft.
- **Checks are sent out around the 9<sup>th</sup> of each month.** If you do a signing on the 15<sup>th</sup> of the month you will not receive a check in the mail until the next month.
- Due to restricted availability, we have limited the number of times an indie author can sign their book at The Book Loft. An author can sign no more than twice a year.

**Promotion and marketing information:**

The Book Loft will advertise the event on our website and newsletter. The rest of the promo is up to you. **If you do not provide promotion material, we cannot promise your event will be advertised. Please choose one book to advertise. For example, your latest release.**

**Marketing Tips:**

- Contact local media outlets
- Email The Newsleader
- Email The Islander
- Utilize social media including but not limited to Facebook, Instagram and Twitter
- Invite family and friends
- Create marketing material to tell your story including flyers and other physical handouts

**To schedule a signing, please return the policies and procedures signed**

Additional questions? Email the event coordinator [kquirk@thebookloftamelia.com](mailto:kquirk@thebookloftamelia.com)

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		Book Loft