



# SUCCESS WITHOUT STRESS:

Insider Secrets to Marketing  
from Seasoned Authors

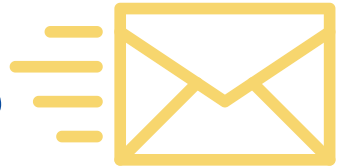
Presenters:

KAREN S. CHOW

SARA FUJIMURA

## WORKBOOK

# EMAIL TEMPLATES



## COLD EMAIL BOOKSTORE TEMPLATES

Hi <Manager's Name>,

I'm a local author who recently had a middle-grade contemporary novel published on March 28, 2023, with Christy Ottaviano Books/Little Brown. It's called MIRACLE, about an 11-year-old violinist who loses her ability to play when her father passes away and her struggle to find her sound again.

I went into your store today to see if you had my book in stock and talked to <Name>, who ordered some stock for me to sign.

I would love to coordinate a book signing (possibly with other local authors) or do a Children's storytime event to promote my book.

Your store is incredibly close to my house, and I would love to work with you.

Thanks!  
Karen Chow

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[www.kchowrites.com](http://www.kchowrites.com)

MIRACLE (Ottaviano/Little Brown, March 2023).



Hi <Manager's Name>,

Thank you so much for chatting with me last Thursday. I am new to Chicago and am still trying to find all the cool, bookish people in the area. I am a hybrid author with two indie-pubbed YA books and two with Tor Teen/Macmillan. During 2021-22, I put together many group signing events for Barnes & Nobles in the Greater Phoenix area. My three favorite B&N stores to work with are:

B&N Dana Park, <Manager Name, email address>  
B&N Tempe Marketplace <Manager Name, email address>  
B&N Desert Ridge, <Manager Name, email address>

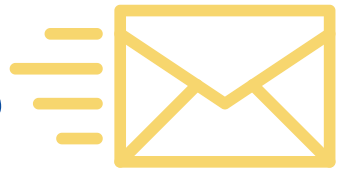
Would your store be interested in having me put an event together for you? Something for Valentine's/Galentine's Day? Or something for Spring Break? I create all the social media assets for the authors to easily push out on their social media channels to achieve a cohesive, exponential reach.

Thank you for your consideration. I hope we can collaborate on something soon.

Warmly,  
Sara Fujimura  
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[www.sarafujimura.com](http://www.sarafujimura.com)

# EMAIL TEMPLATES



## COLD EMAIL SCHOOL TEMPLATES

Dear <School Librarian's Name>,

Hi! My kids, <Name and Name>, go to <elementary school> and love it. I have been around the school for many years, volunteering with Creative Writing Club and last year with Read Across America.

My debut novel, MIRACLE, came out in March 2023. I hope you've seen it around! It's about an 11-year-old violinist who loses her ability to play when her father passes away. Ultimately, it's a story of healing and hope.

I would LOVE to come to <elementary school> to do an author visit! I'm currently scheduling for this school year.

Hope to speak with you soon,  
Karen

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[www.kchowrites.com](http://www.kchowrites.com)

MIRACLE (Ottaviano/Little Brown, March 2023)



Dear <School Librarian's Name and Head of English Department's Name>,

At a recent book signing event, I was told that <Name High School> has a fantastic creative writing program for its students. I am a full-time young adult author (Tor Teen/Macmillan USA) and love working with teens. I am new to Illinois but have worked in the Greater Phoenix area for almost 20 years. Along with school visits, I have done writing workshops for libraries, Girl Scout troops, and pop culture/anime conventions. You can see some of my workshops at

<https://sarafujimura.com/workshops>.

I am currently building out my winter speaking/teaching calendar. Would <Name High School> be interested in having me come work with their students for Writers Week or another time next spring? Thank you for your time and consideration. Keep up the excellent work!

Warmest regards,

Sara Fujimura

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[www.sarafujimura.com](http://www.sarafujimura.com)

TANABATA WISH / BREATHE / EVERY REASON WE SHOULDN'T / FAKING REALITY

\*\*EVERY REASON WE SHOULDN'T was named an NPR Best Book in 2020\*\*

# EMAIL TEMPLATES



## COLD EMAIL PUBLIC LIBRARY TEMPLATES

Hi, <Librarian's Name>,

My name is Karen Chow. Though I currently live in Arizona, my significant other just recently moved to Jacksonville, so I am often in town to visit. I had a book published with Little Brown in March 2023 called MIRACLE. It's a middle-grade contemporary novel about an 11-year-old violinist who loses her ability to play when her father passes away, and her struggle to find her sound again.

Back in June, I came to Jacksonville and visited Femme Fire Books. Owner Vanessa Nicolle gave me your information and said the Jacksonville libraries coordinate all sorts of fun author events and creative writing classes (and also with schools?). I would love to partner with you to do some of those!

I offer creative writing classes and author talks for schools and libraries. I absolutely love libraries and everything they offer to the community. (I used to volunteer as a teen.) So, it would be awesome to give back to the Jacksonville community.

Please let me know how we can make this happen!

Thanks,  
Karen Chow  
[www.kchowrites.com](http://www.kchowrites.com)



Dear <Librarian's Name>,

I'm working on my fall/winter schedule today and was wondering if you are doing the same. Would you be interested in having me do a writing workshop for NaNoWriMo in November or Preptober in October? You can see "The Writer's Six-Pack" I created during my time as the Tempe (AZ) Public Library's Writer in Residence here: <https://sarafujimura.com/workshops>. My writing craft workshops are appropriate for both teen and adult writers.

I did "I Wrote a Book! Now, What Do I Do With It?" for the Oak Lawn Public Library last November. I did "Unleash Your Creativity" for the Highland Park Public Library and "There Are Only 7 Stories in the World" for the Deerfield Public Library in January. I am happy to send you references upon request.

Thank you for your consideration,  
Sara Fujimura

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[www.sarafujimura.com](http://www.sarafujimura.com)

EVERY REASON WE SHOULDN'T was named an NPR Best Book of 2020.



# HOW TO LAND A BOOKSIGNING

## FOUR CRITICAL OBJECTIVES:

1. You must connect your name, face, and book cover together for more than one bookseller in the store.
2. You must deliver your One-Two-Punch pitch so they understand your book and how they will sell it to their customers.
3. You must collect a business card (or at least a sticky note) with the store manager's name and email address.
4. You must FOLLOW UP WITH THEM.

You can do Karen's Smooth Subtle Approach or Sara's \*Jazz Hands\* Approach, or a little bit of both.

## SMOOTH SUBTLE APPROACH:

1. Go into the bookstore and look for your book on the shelf.
2. If it's there, grab the copies and go to the customer service desk. Ask to sign them.
3. If they don't have your book, ask the customer service member if they have your book in their system.
4. Inevitably, they will ask what your book is about. Give them your ONE-TWO-PUNCH PITCH.
5. Ask if they would consider carrying your book (if they don't have it) and/or doing a future book signing in-store.
6. Ask for a business card/email address of the manager in charge of book signings so you can follow up with them (especially if they aren't in the store that day).
7. Keep your conversation to 5-10 minutes max.
8. "Thank you so much for your time, NAME. I will email your manager soon."
9. Enter all of the important names and information into your Golden Rolodex.
10. FOLLOW UP WITH THEM LIKE YOU SAID YOU WOULD! (Seriously, this is the step authors mess up on the most.)



# HOW TO LAND A BOOKSIGNING

## \*JAZZ HANDS\* APPROACH:

Repeat the Smooth Subtle approach tasks but with a few extra things, like:

- Bring them a pre-packaged treat that is on-brand for your book or you in a large enough quantity to be shared in the staff break room.
- Put the treat in a decorative bag. If it is close to a holiday, put it in a themed bag.
- Include a postcard in the bag with your book cover on one side and all of your important details, including your website address and ISBN of your book, on the back.
- Write your One-Two Punch Pitch on the back of the postcard and a few “For Fans of \_\_\_\_” comp titles so they know how to sell your book to customers.
- Straight out of the gate, pitch them a group event instead of a single author signing.
- Pitch them a themed event, like three kid-lit authors (PB-MG-YA) doing a summer-themed family literacy event. Give it a punchy name like “Hot Summer Nights. Cool Families Read.”
- Take pictures/videos while you are at the store and post about visiting their store on all your social media channels. Don’t forget to tag the store!
- Give the specific bookseller who you talked to a shout-out for their great service.
- To stay top of mind, conduct a “sales call” with a goodie bag every six months or so.



## The Golden Rolodex

Do you have a system in place to catalog all the booksellers, teachers, librarians, and other writing business VIPs you meet on your author journey?

Or, do you have a pile of sticky notes and business cards in the corner of your desk?

To access The Golden Rolodex Google Sheet template, go [HERE](#).

# 3x3x3 METHOD

“A goal without a plan is just a wish.”  
--Antoine de Saint-Exupery, THE LITTLE PRINCE.

## THIS QUARTER

What are three tasks you'll tackle this **QUARTER** that will make the biggest impact in your writing business?

Be as specific as possible.

Examples:

- Rebuild and rebrand my website.
- Finish the first solid draft of my new WIP.
- Create a Golden Rolodex and make 10 new business connections.

**1.**

**2.**

**3.**

## THIS MONTH

What are three tasks you'll tackle this **MONTH** that will make the biggest impact in your writing business?

Be as specific as possible.

Examples:

- Research website hosting sites and decide what my new website should contain.
- Edit chapters 1-10 of my new WIP.
- Do sales calls to 4 bookstores in my area.

**1.**

**2.**

**3.**

# 3x3x3 METHOD

## THIS WEEK

What are three tasks you'll tackle this **WEEK** that will make the biggest impact in your writing business?

Be as specific as possible.

Examples:

- Sketch out ideas for each subsection of my website.
- Edit Chapter 1-3 of my new WIP.
- Create 4 goodie bags for my bookstore sales calls.

1.

2.

3.

## BONUS STEP:

Still feeling overwhelmed? Break down your goals into even smaller chunks. Schedule the task like a meeting. Whether you spend three hours on a Saturday afternoon working on your website or 30 minutes after dinner each weeknight, work around your schedule. You **WILL** see forward motion.

SUN	MON	TUE	WED	THU	FRI	SAT
	Edit Chapter 1	Write "About Me" section for website	Edit Chapter 2	Write "About My Books" section for website		2 sales calls

Progress over perfection!



# WANT TO WORK TOGETHER?

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↑  
1 W in there



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↑  
(2 F's in there)



**Work smarter. Not harder.**