



TEN HELPFUL HINTS FOR SUCCESS

THE AMELIA ISLAND BOOK FESTIVAL 2019 AUTHOR EXPO

- 1. Be sure to spread the word about your appearance at the event ahead of time.** Using all of the social media, local media, distribution and email contacts you have, announce your participation, your booth space number and something to entice visitors at least a week before the event. Talk up the event in your social media and your E-blasts. Go to the AIBF website for enticements blurbs to use.
- 2. Make your space as attractive as possible.** Decorate the booth in keeping with your brand. Use engaging and relevant tabletop materials and posters to advertise you and your book. Display your book attractively. Have giveaways. Make your space distinctive and add your special personality to make it unique.
- 3. Have all your necessities** such as a credit card reader, change, a cash box and if possible a friend or family member to help you during the event.
- 4. Be prepared with conversation starters** such as, “Do you live in the area...is this your first time at this festival?” Have a hook in your hand. Prepare a one-minute pitch or elevator speech that tells people who you are and what your book is about that’s different from the norm. Practice it so that it seems natural and not forced.
- 5. Be friendly and approachable.** Don’t just sit at the booth and wait for people to come to you. Standup in front of your space and engage passersby in conversation and offer them any giveaways you may have. Ask them if they are participating in the *Passport to Literacy* Program. Use the opportunity to tell them about your book. Ask questions and create a standup relationship. Be positive and upbeat no matter what’s going on around you. Attitude is contagious! Give them a sticker for their passport.
- 6. Giveaways.** People love free items. Can be an eatable or useable item--bookmarks, business cards and push cards, flyers or other freebies help promote you and your book. Be sure you send them away with something to remind them of their visit with you that has your website and other pertinent contact information. A sale after the show is still a sale.
- 7. Have a guest-book or signup sheet** on your table where people can give you their name and email address. This list helps you build your mailing list for e-blasts or E-newsletters about your book and future books. Offer to give a dot for their incentive passport, if they sign up for the mailing list.
- 8. Practice good booth etiquette.** Be considerate and respectful of the space of those next to you and around you. Be polite and encouraging to your fellow authors around you. You’d be surprised how other authors will help you sell your books.
- 9. Have book ordering information available** in the event you run out of books.
- 10. After the event,** use your mailing list to contact all who stopped by and thank them for visiting.

Have a great show!