

Welcome!



Independent Bookstore Training for Authors

Saturday, August 10, 2013

10:00 a.m. EDT

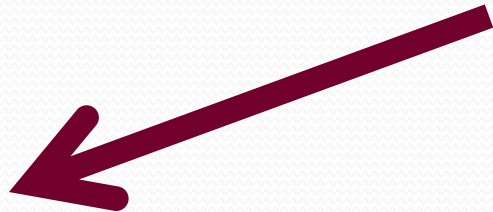
Agenda: Indie Bookstore Training

- I. Why Indies?**
- II. Process Overview**
- III. Outreach Tools**

But first . . . A little game!

Kick-off Game: Name that Movie!

The next slide will have a quote from a movie on it. The first author to type in the correct name of the movie in the chat feature will win a feature on the BQB homepage for a full month!



Kick-off Quote: Name that Movie!

"Do you know what, we are gonna seduce them. We're gonna seduce them with our square footage and our discounts and our deep armchairs and our cappuccino. They're gonna hate us at the beginning, but we'll get 'em in the end . . . we're going to sell them cheap books and legal addictive stimulants. In the meantime, we'll just put up a big sign: 'Coming soon, a Fox Books superstore and the end of civilization as you know it.'"

Kick-off Quote: Answer

You've Got Mail
reflecting the views
shared by lovers of
independent
bookstores.



Why Indies are Worth Your Time

- Number of stores in existence versus chain bookstores
 - Indie Locations are Growing while Chain Store Locations are Shrinking. ABA listed 1900 locations in 2012 (up from 1650 in 2009!)
- Length of time many of these stores have been around and stability versus the “big guys”
- Many Indies strongly support small presses like BQB
 - They hold their share of the book market by running events and coming up with new ways to foster relationships with people in community

Outreach Process: Target



1. Create a list of the bookstores you intend to contact (using the indy list provided by BQB, along with local information)
2. Make sure you know something about each one of the stores you contact, (i.e. do they carry or specialize in your genre, are they associated with Kobo and promote eBooks on their website, do they do readings and signings, etc.?)



Outreach Process: Introduction

3. Introduce yourself

- Send an email (sample of the one used by Bob Fiacco)
- If an email address isn't readily available or you don't get a response, stop by the store and introduce yourself and leave a bookmark or your sell sheet.
 - If you stop by, get the manager/owner/buyers name so you know who to contact in the future.
 - Get their business card and create a database with the information and keep track of your interactions with the store and with whom (using a software like ACT or the software that is a part of Word)



Outreach Process: Follow-Up

4. Calling is not recommended as your **initial** contact, only as an information gathering tool or a follow-up to either an email or a stop by. (However, sometimes the fastest way to find out the name of the appropriate contact is by phone.)
5. Follow up with phone call to the manager/book buyer to ensure they received the email and/or bookmark and reintroduce yourself

Outreach Process: Tell Them More

6. Let the manager/book buyer know that you're a local author (or an author visiting their area) and you are available for readings, signings, book events and/or promotions. (Many bookstores are now doing interactive events such as readings, storytime, book clubs, book groups, discussion groups, etc., instead of signings. Be open to those possibilities.)

- If they show some interest, let them know you can and will help **promote** the event by providing a flyer, a poster, email blasts, creating a press release and contacting local media about the event, posting the event on social media and on local event sites, etc.



Outreach Process: Don't Give Up, Try Another Route



7. If they are not interested in reading or signing, or don't do them, then your approach should be to ask them to consider carrying your book in their store.

- **Clarify:**

- You are not self-published
- Your books are **returnable** when ordered through Ingram, Baker & Taylor, or New Leaf
- You are willing to help promote your book and their store

8. You can also offer to give them a copy of your book for review – this can be print or PDF. (Only give paperback if chances for a booking or order seem good).

Outreach Process: Don't Give Up, Try Another Route

9. If you noticed from their website that they are associated with Kobo, let them know that your book is also available through Kobo and our marketing department works strongly with Kobo to promote your book.

10. Mention that your publishing company sends out weekly eNewsletters for Indie Bookstores and offer to sign their store up to receive them, if they don't already.

Outreach Process: Follow Up

11. Once initial contact is made, follow-up with thank you email to help build the foundation for a possible relationship with this bookstore.



Outreach Process: Prepare

12. If an event is confirmed, prepare to do some strong marketing. Many bookstores either don't know how or just don't promote their events, they expect the author to do it. There are several ways for you to promote an event:

- **Provide flyer and/or poster** in advance (This can be a full page or a smaller ¼ page bag insert)
- **Post online and offline** in the area and suggest they put the poster in the window and the flyer in with each purchase bag (Some stores have good copy machines and computer systems and can print out flyers from a pdf you provide. Others are not technically savvy and don't have good equipment, so you will need to provide the flyers for them.)
- Submit event to **online event calendars**
- **Email** event announcements and invitations to your local contacts

Outreach Process: Prepare

- **Use social media.** Find out if store is on SM, if Yes, “like” their FB page, connect with their LinkedIn page, follow their twitter account etc. Ask them to do the same with yours.
 - Create a “facebook event” to invite your friends and the public!
 - start putting out notices to stir up an interest with people in the area.
 - Don’t just post on your own page – go to the pages of other locals – reading groups, city pages, schools, book clubs, mommy clubs, and post on their walls or use their twitter handles to put content in front of others. Also, make it interactive – ask questions and try to start conversations.
- Consider putting together a **press release** and contacting local media to see if they’ll include the event in their event listings.
- There are **event sites** on the Internet that cover a wide range of geographical locations; see if you can find any for your area and get your reading listed on those sites.

Outreach Process: Double Check

13. Stop by the store the week before your event to see if the poster is up and they are handing out the flyers. If not, gently encourage them to do so.
14. Double check to see if they have ordered in a supply of your books. Books ordered from BQB through Ingram or Baker & Taylor are returnable, so the bookstore does not lose anything if the books don't sell.
15. Week of (or 2-3 days before) reconfirm your arrival time

Outreach Process: Rock It

- Come prepared to fill the amount of time you've been given.
- Arrive a bit early - mingle with people and get comfortable
- Bring your author poster and easel on which to place it. This will bring attention to who you are and why you're there.
- We recommend having a nicely done metal name badge that gives your name and the fact that you are an author.
- Come prepared with a good supply of bookmarks to hand out to people in the store, along with those who buy a copy of your book.
- Bring a thank you card or small gift (extra signed book, cookies, etc) for the person who organized the reading for you.

Outreach Process: **Rock It**

- If you are doing a book signing, don't just sit behind the table and not say anything unless someone approaches you. . . interact with everyone within the vicinity, offering a bookmark, making small talk, or inviting them to participate in a giveaway or game/activity. Don't push your book, create an atmosphere in which people will want to buy your book.

Recap: What You Have to Offer Bookstores:

1. You're a **local** author
2. You're available for and interested in:
 - book signings
 - Book club discussions
 - Readings
 - Speaking events or presentations
 - Participating in author events
3. You will promote your book in their store (through several channels of online and offline promotions)

Outreach Tools

1. BQB Bookseller list
2. Sample email for initial outreach
3. Flyer sample
4. Press Release Sample
5. BQB Author Travel Availability document:
 - <http://bqbpublishing.com/bqb-happenings/travel-availability-for-bqb-authors/>
 - If your info is not on this list, email Terri with the distance from your home (one-way) that you are willing to travel for readings, signings, or other events

Outreach Tools: #1 Bookseller List

1. Excel spreadsheet embedded in the author portal. Use the handles within the box to navigate up/down, left/right, or switch tabs.

You are here: [Home](#) → [Protected: BQB Authors Portal](#) → [BQB Training](#) → [Protected: Indie Booksellers List](#)

Indie Booksellers List

BQB's Complete Bookseller List				
Info on Stores that are active with signings, etc.				
	Name of Store	Genres	Contact	Address
	Metro Music & Books			530 E. B
	Title Wave Books		Julie Drake, Book Buyer	1360 We Lights Bl
	UAA Campus Bookstore	general interest		2905 Pro
	Orca Books & Sound Co.			507 First
	Forget Me Not Books	used bookstore that benefits the Literacy Council of Alaska		517 Gaff
	Gulliver's Books	new and used books	David Hollingsworth, Book Buyer	3525 Col
	UAF Bookstore		Jennie Witte, General Book Buyer	
	The Babbling Book		Liz Heywood, Book Buyer	223 Main
	Homer Bookstore		Jenny Stroyeck, Book Buyer	332 E. Pi #1
author signings/readings	Hearthside Books	new books; general interest	Susan Hickey, Book Buyer	8745 Gla
	Rainy Retreat Books			113 N. S
	UAS Bookstore	general interest		11798 GI
	Parnassus Books		Maggie Freitag, Book Buyer	105 Sted
	Fireside Books		David Cheezem	720 S. Al
	Old Harbor Books		Carol Spurling, Book Buyer	201 N. Li
	River City Books			43977 St
	Pandemonium Booksellers & Café		Rex Weltz, Manager	
	Apple Tree Book Co.			3320 Her

[General Booksellers](#) [B&N Stores](#) [Black Owned or Focused Bookstores](#) [Children's Bookstores](#) [Christian Bookstores](#) [Christmas Stores](#) [Metaphysical books](#)

Outreach Tools: #2 Email Sample

My name is Robert Fiacco and I am the author of a newly released book through BQB Publishing entitled *Showing Up to Play* (ISBN 978-1-937-084-98-1). I would like to introduce my work in hopes you would be interested in offering it in your store.

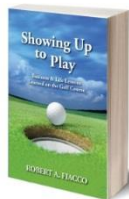
Showing Up to Play is filled with motivational and inspirational thoughts, ideas, and actions to help readers achieve their dreams. Written for golfers and nongolfers alike, with a touch of humor, and using golf analogies and relatable stories, this book offers the benefits of a self-help book synthesized with practical professional and personal guidance.

Over my thirty-year career as a recruiter, manager, trainer, and motivator, I have represented several of the largest companies in the insurance industry. I have been a regular speaker in seminars, on teleconferences, and in group training sessions in Virginia and across the United States. I am more than happy to do book signings or other events, so please let me know if you would like to schedule a time to connect with me directly. To learn more visit www.showinguptoplay.com.

This summer, my publisher and I are thrilled to offer *Showing Up to Play* in paperback, hardcover, and eBook. Attached, please find a complete information sheet for my book, available through your book distributor and **yes, it is returnable**.

Please consider carrying my book and I look forward to hearing what you think!

Warm regards,
Bob Fiacco
showinguptoplay.com



Outreach Tools: #3 Flyer Sample

New Cookbook Signing Saturday, July 27

THE SPICES OF MY LIFE

A CULINARY COLLECTION OF
RECIPES, MEMORIES, AND MORE



TIFFANY MOEN

Meet **Tiffany Moen**
and Purchase
Signed Copies of
Her New Cookbook
Celebrating
**Diversity,
Resourcefulness, &
Creativity!**

Books & Books

11:00 a.m.

265 Aragon Avenue
Coral Gables, Florida 33134

Can't make it to the signing?

Find out more about Tiffany and her book by
visiting TiffanyMoen.com or bqbpublishing.com.



Boutique of Quality Books
BQB
Publishing

Meet Author
**Concetta Kennedy at
James Prendergast Library**
509 Cherry Street Jamestown, NY
Learn more at ConcettaKennedy.com

**Dig Into
READING**

The Enchanting World of
Garden Irene McGeeny
Concetta Kennedy

JULY 15
2:00 -
3:00 P.M.

Boutique of Quality Books
BQB
Publishing

Available in paperback, hardcover, and eBook.
Visit ConcettaKennedy.com or bqbpublishing.com

Outreach Tools: #4 Press Release Sample

See other samples in our [press room online](#).

Always include:

- Who
- What
- Where
- When
- Why
- How

Email your release to local media, post to prlog or another free service online, link on your website.

FOR IMMEDIATE RELEASE

Contact: enter name here
phone and email here

Local Children's Book Author to Appear at Prendergast Library

Young Readers Learn Valuable Lessons, Explore Depths of Imagination in **Concetta Kennedy's** *The Enchanting World of Garden Irene* **McGeeny**.



JAMESTOWN, New York - July 2, 2013 - Children's book author **Concetta** Kennedy is kicking off the summer reading season with exciting appearances at two New York libraries.

Kennedy, the author of the captivating and imaginative children's chapter book *The Enchanting World of Garden Irene* **McGeeny**, will first appear July 15 at the James Prendergast Library at 509 Cherry St, in Jamestown, New York, from 2:00 to 3:00 p.m. Another reading is scheduled for July 24 at the Farman Free Library in Ellington, New York.

The July 15 appearance is being held in conjunction with the Prendergast library's 2013 Summer Reading Challenge. This year's youth summer reading campaign is titled "Dig Into Reading" and Kennedy's appearance is themed "Under The Earth," a reference to the enchanting and mysterious home of main character Garden Irene.

About the Book

To her family's Pleasant Street neighbors, Garden Irene's small house looks pretty normal. But what they don't know is that this tiny dwelling is just a disguise. It's really the entrance to a majestic underground castle, a family secret Garden Irene accidentally reveals in school one day. Garden Irene's

Outreach Tools: Author Travel Availability Document

You are here: [Home](#) → [BQB Happenings](#) → [Travel Availability for BQB Authors](#)

Travel Availability for BQB Authors

BQB is proud to work with a group of talented new authors that are fantastic at interacting with fans and making an event out of reading events. Below, you will find a complete list of our authors, as well as where they are willing to travel. If you would like to invite to your library, school, book club, or other reading event, please email Julie@bqbpublishing.com to arrange.

Indie Bookstore Marketing Info : Author Travel Avail

Author Name	Genre	Book Title(s)	City	State	One Way Travel Radius from hometown
Tamika Thomas (aka: Tamika Christy)	Young Adult Fiction/Cominf of Age/African American Contemporary Women	Anytime Soon	Hayword	California	within 60 miles of Hayword
John A. Daly	Adult Fiction/Thriller/Suspense	From a Dead Sleep	Greeley	Colorado	up to 150 miles from Greeley, CO
Ben Cherot	Adult Fiction/ Sea Stories	Tropic Squall	Boynton Beach	Florida	100 miles
Priscilla Whitaker	Juvenile Non Fiction/Animals/Birds	Mr. Blue	Cumming	GA	to the following towns in Georgia: Gainesville, Dahlonega, Alpharetta, Cumming, Roswell
Anna Lee Everhart	Children's Illustrated	Bearful Bear and His New Moves	Cumming	Georgia	within 180 miles of Cumming. Will also do events when on vacation.
Vanessa Fortenberry	Children's Christian Illustrated	Mama, I Want to See God (will be released February 26, 2014)	Decatur	Georgia	within 240 miles from Decatur, GA
Jackie Gaskins	Children's Christian Illustrated	The Four Princesses	Gainesville	Georgia	60 miles from Gainesville GA

- <http://bqbpublishing.com/bqb-happenings/travel-availability-for-bqb-authors/>
- If your info is not on this list, email Terri with the distance from your home (one-way) that you are willing to travel for readings, signings, or other events

Thanks for joining us!

Have a great Saturday!

Boutique of Quality Books

BQB

Publishing



**Today's New Writers;
Tomorrow's Best Sellers**