

Dear Buyer,

If you are interested in pursuing an author event at your store please give us as much detail on the following. Additionally, any press packets you have would be appreciated.

1. Media

What local newspapers, radio or TV stations do you work with? This can include advertising, calendar listings, or even opportunities for feature stories or reviews about an author before an event. You should bring along a list of media organizations in your area including producers' names and contact information.

What is the most effective media in your area that brings people to your store?

Examples of flyers, ads or calendar listings should be brought along.

2. Marketing & Promotion

How do you use your store's resources to promote an event? These can include in-store posters and flyers, a mailing list, targeted mailings, web-sites, etc.

How far in advance do you book events?

3. Events program

These are the basics. Please be prepared to tell us about each of these topics:

What events work best in your store? (e.g, business books, cookbooks, children's books, etc.).

How big is your event space? Pictures of your space and events you've hosted should be included.

How many events do you do per month and what times work best?

What was your biggest event and why was it successful?

4. Customer Base

Who are your customers and what books are they buying?