

Kathy Mashburn

How To Plan A Successful Author Book Signing

Carol Hoenig

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How to Plan a Successful Author Book Signing Kathy Mashburn, 2014-11-14 From an early age I have had a unique sense of self and a determined and entrepreneurial spirit These qualities and opportunities to design and plan a variety of events including weddings baby showers parties and gatherings in the workplace and for family and friends over the years has given me the experience and expertise needed to plan organize and host my own successful book signing events A successful book signing is an essential and rewarding component to celebrate my writing endeavors and to grow my audience How to Plan a Successful Author Book Signing is a simple guide on how to go about planning your own event to put your books in the hands of your readers Book signings are a lot of fun and I absolutely love planning them After reading How to Plan a Successful Author Book Signing I hope you will too This Book Signing Party Jason Moser, 2014-09-28 A book signing party is one of the best direct marketing methods for an author to make money with printed books It has many advantages over traditional book signings and gives the self published author a serious advantage in the book selling market People are always excited to meet the author of a book When those people are your family and friends there s an even more special bond that gets them super excited to hear about the book that you wrote and published Getting a signed book from you will make them ecstatic and will make them want to talk to others about your book Instead of the traditional book signing where an author is totally taken outside of their comfort zone and thrown into uncharted marketing territory a book signing party alleviates most of the author's reluctance and fear easing them into book marketing in a motivational and inspirational way A book signing party can be the most rewarding experience for you if you are releasing your first story It not only introduces you to book marketing it does it in a way that is not intimidating and with a lot more marketing power and reach than any direct marketing approach It helps motivate you more because you are actually making money with your efforts You will see that it is a fast easy and fun way to start making book sales and will help you build confidence within you that will give you the courage to expand out to a more public setting with your book signings Book Signing Party A Writer's Marketing System for Book Selling Success is a simple guide to help you organize and plan a successful book signing event from start to finish in the comfort of your own home With a little bit of guidance you will have all of the knowledge you need to throw together a successful book signing party Book Signing Party will provide you with a solid marketing foundation the system needed to jump start your book sales right out of the gate It will walk you through how to invite guests to prepare for a party to conduct the party to effectively set yourself up with more parties to tap into other people's networks and to provide many tips and tricks to make your party a success Learn how to promote your published book without any previous marketing knowledge perfect for all writers who have never experienced sales first hand If you want to make money with your books The Author's Guide to Planning Book Events Carol Hoenig, 2007-07-13 Carol is the this is the best place to start perfect mix of what you look for in an event planner she is knowledgeable accessible and attentive She knows her audience

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