

Book Signing Checklist

The Pre-Plan

- Brainstorm Location Ideas
- Contact Event Planner of Location
- Create Author Portfolio
- Finalize Number of Books for book signing
- Finalize Payment Method for Book Signing

Book Signing Promotion

- Announce on Author Website
- Promote on Social Media Platforms
- Send invitations to close friends and family
- Create Fliers
- Hang fliers
- Contact Local Media Stations
- Plan promotion schedule

Plan For The Book Signing

- Practice Excerpts and signature
- Set time limit for book signing
- Get an assistant to help for the book signing
- Order table and chairs
- Create banners, posters, and bookmarks
- Organize merchandise to be brought to book signing
- Print out email list for clipboard
- Order sticky notes or notepads for the book signing

- Order pens for signing
- Guest Book
- Buy snacks and plenty of water
- Camera for pictures
- Prepare book summary pitch

During the Book Signing

- Take breaks
- Stay hydrated and eat snacks
- Walk around the venue to meet people
- Take pictures
- Hand out books