

SIX STEPS TO A SUCCESSFUL BOOKSTORE EVENT

While NBN doesn't schedule store appearances (this is a marketing/publicity function and the responsibility of the publisher), we do want to support your efforts. We've prepared this short document to help you manage the process.

1. Schedule the tour for 4 to 6 weeks after books are scheduled to arrive at the NBN warehouse.

- This will allow all orders to be processed and shipped.
- Wholesalers will have an opportunity to fill their orders.
- Books will be generally available at all retail locations.

2. Book the engagements as early as possible.

- Contact the store's events coordinator. Be prepared to discuss and/or provide:
 - Available dates/times (offer more than one possibility)
 - Author Q&A or possible topics (offer a selection)
 - Press Release with a detailed author bio
 - Bound galley, reading copy, or sample book
 - Finished jacket
 - Details about the author's other local activities that will help drive consumers to the event and the buyer determine how many books to order for the appearance
 - Author speaking engagements (non bookstore)
 - Local media appearances
 - Available mailing lists/e-mail lists to announce the event

3. Place the order

- Direct from NBN
 - Stores can contact their local NBN sales representative
or
 - Stores can order directly from NBN using our "Author Appearance Rush Order Form" available on the NBN website at <http://www.nbnbooks.com/Booksellers/>. Stores should submit the order by fax, e-mail or phone using the instructions on the form
 - Use this form so that NBN may track the order
- Through wholesalers -- accounts may prefer to order through a wholesaler. NBN cannot track nor facilitate these orders.

4. CO-OP

- Stores may request coop to cover event expenses
 - NBN will forward all coop requests we receive for your approval
 - If coop is not available some stores may refuse to host an event

5. SEVEN BUSINESS DAYS before the event contact the store to make certain that:

- The order for the appearance has been received
- The account has enough units on hand
 - Share any anecdotal information about other author bookstore appearances "So far on the tour, 'Your Author' has signed about xxx copies per venue. We just want to be sure you'll have enough books on hand..."
- Reconfirm the details
 - When should the author arrive? Who will be managing the event that day? Make certain that you have that person's phone number on the day of the event.
 - Any special details – e.g. microphone, chair, water, etc.
 - Driving/parking directions from the last event before this appearance

6. The Day of the Event

- Reconfirm the time
- Get last minute directions
- Let the event contact know your travel plans in case there are traffic issues.
- Confirm a phone number in case you are delayed.
- **BE ON TIME**