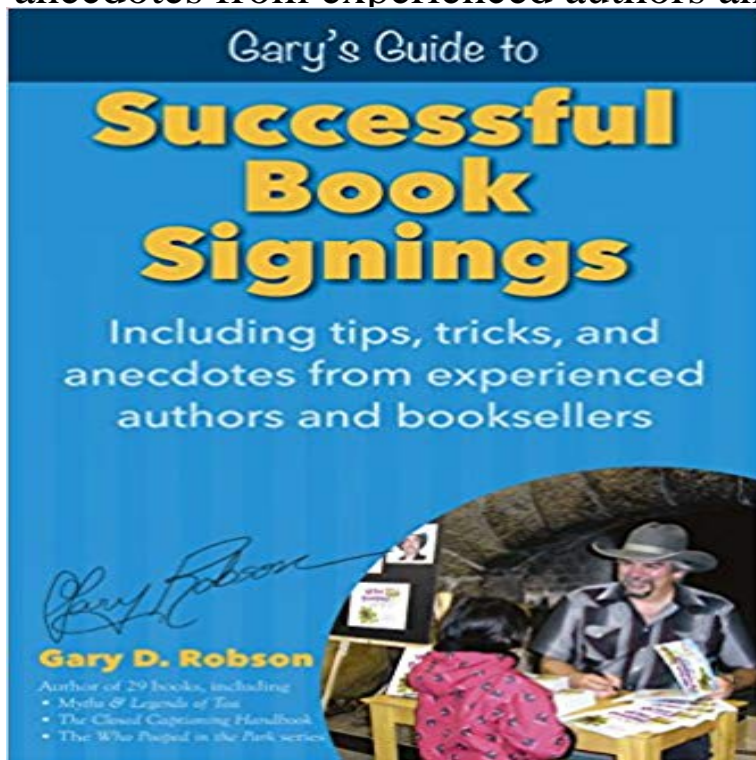


Garys Guide to Successful Book Signings: Including tips, tricks, and anecdotes from experienced authors and booksellers



At long last, your book is done. Youve handed off the final manuscript to your editor, had your photo taken for the book jacket, and emptied your celebratory bottle of wine. Time to start on the next book? No. Its time to start planning the marketing and promotion for this one! Garys Guide to Successful Book Signings will walk you through your launch party, book signings, talks, and conventions. It covers everything from the basics (how do you sign a book?) to the advanced (what should be in your exhibitor kit at a book show?) replete with tips, tricks, sample signatures, photos, and anecdotes. The book is fully indexed to make everything easy to find. The book is an easy-to-read brain dump from Garys extensive experience with book events. He has written over two dozen books and owned a bookstore for 15 years. There are also tips and stories from other authors across the genre spectrum, including Douglas Preston, James W. Hall, Keith McCafferty, Sneed Collard, Craig Lancaster, Chrysti the Wordsmith, Vonda McIntyre, and Gary Ferguson. **REVIEWS** Gary Robson comes at the art and science of book signings from two distinct, yet complementary viewpoints: as a successful, innovative bookstore owner and as a popular author. Bottom line, he knows this stuff inside-out, and here hes also leaned on the experience and good graces of his friends in both businesses. If youre an author, heed the advice in this fine guide. If youre a bookseller, the same exhortation applies. Craig Lancaster, author of 600 Hours of Edward and This is What I Want. This is the only book I know of that gracefully, and with great good humor, instructs the new and even the established author how to approach book events, what to expect, and how to handle it. But it goes way beyond the step-by-step of the event, touching upon social media savvy that every author needs, especially those of us with winter in our beards,

visual aids, right down to what pen to use to sign a book. Most of all, it emphasizes that the important thing at an event isn't how many books you sign, it's who you meet and develop relationships with that count. Keith McCafferty, author of *Buffalo Jump Blues* and *The Royal Wulff Murders*

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