

BOOK FAIRS AUTHOR BOOK SELLING SUCCESS

JOHN HOPE



BOOK FAIRS

AUTHOR BOOK SELLING SUCCESS

- Transitioning to the Book-Selling Business
- Researching Book Events / Finding Audience
- Preparing for a Book Event
- Conducting a Book Event
- Wrap-up and Lessons Learned

TRANSITIONING TO THE BOOK-SELLING BUSINESS



WRITING VS BOOK SELLING

- Writing is an Art
- Book Selling is a Business

BOOK SALE



WRITING VS BOOK SELLING

- Writing Goals
 - Great Characters
 - Stirring/Creative Plot
 - Strong Themes
- Book Selling Goals
 - Make Money
 - Establish a brand for yourself

CREATING A BUSINESS

- Non-Profitable Businesses
 - Requires substantial volunteers / donations
 - Requires a Board of Directors
 - Or are hobbies
- Profitable Businesses
 - Can sustain for years

CREATING A BUSINESS – OFFICIALLY

- Business Licensing
 - <https://dos.myflorida.com/sunbiz/>
- Florida Department of Revenue
 - <http://floridarevenue.com>

CREATING A BUSINESS – REQUIREMENTS

- Mission Statement
 - Something that defines your business goals
- Record/Maintain an Inventory
 - Books and supplies and their values
- Record/Maintain Sales and Expenses
 - Accounting must be reported to IRS annually
 - Florida sales taxes typically paid quarterly

RESEARCHING BOOK EVENTS / FINDING AUDIENCE



BOOK EVENTS

- Best methods for finding events:
 - Talk to people, network
 - Join writer-focused organizations
 - Internet searches, especially local events
- Not all events have to be BOOK events
 - Find events that “fit” your book
 - Go where your audience goes

BOOK EVENTS

- Seek well-attended events
 - Possibly best-selling authors in attendance
- Don't be afraid to travel
 - New York is the book publishing hub of the English-speaking world
 - Other areas of the country may have an interest in your topic



FINDING YOUR AUDIENCE

- To determine your audience, dissect your book



- Historical Fiction: 1947
- Post WW2 central Florida
- Boy acquires brother via adaption
- Small town murderer on loose
- Backdrop of racism
- Coming of age

PREPARING FOR A BOOK EVENT



TOP PRIORITY: ONLINE PRESENCE

- Website / Amazon Page
- Twitter / Facebook / Snapchat
- Method of Connecting and Buying Books Online



A screenshot of John Hope's Amazon author page. At the top left is a circular profile picture of John Hope with a young boy and girl. Below it is a yellow "+ Follow" button and a text box that says "Follow to get new release updates and improved recommendations". To the right of the profile picture are four book covers: "How I Met My Other" by Arielle Haughee (Kindle Edition, \$3.99), "Lost Dreams" by Dawn M. Bell (Paperback, \$11.69), "In Shadows Written: An Anthology of Modern Horror" (Kindle Edition, \$2.51), and "Silencing Sharks" by John Hope (Hardcover, \$11.99). Below the profile picture is the "About John Hope" section, which includes his website "www.johnhopewriting.com" and a bio: "Forever seeking new adventures, John Hope lives a life of energizing enterprises. Born and raised in St. Petersburg, Florida, John earned his BS in Computer Engineering from the University of Central Florida (UCF) and since 1999 has developed and". There is a "Read more" link. To the right of the bio is the "Author Updates" section, which features a portrait of John Hope.

- Domain Names Help

JohnHopeWriting.com

LOGGING BOOK QUANTITIES

- Make a list of how many books are brought, then update after event

| Book Fair Inventory | | | | | | | | | |
|---|------------------|----|----|----------------|----|----|------|---|----|
| Tampa Bay Times Reading Festival, 11/17/19 | | | | | | | | | |
| Item | Quantity Brought | | | Quantity After | | | Sold | | |
| Colby in the Crosshairs | 10 | | | 9 | | | 1 | | |
| Foxfire – Busting Walls | 15 | | | 10 | | | 5 | | |
| Frozen Floppies | 8 | | | 5 | | | 3 | | |
| No Good | 16 | | | 7 | | | 9 | | |
| <u>Pankyland / PL Spanish / Pankyland 2 / Pankyland 3</u> | 20 / 2 | 20 | 20 | 14 / 2 | 16 | 17 | 6 | 4 | 3 |
| Return to Earth / Masters / Prometheus Saga 2 | 3 | 3 | 6 | 2 | 2 | 5 | 1 | 1 | 1 |
| Silencing Sharks / Game | 30 | | 25 | 18 | | 15 | 12 | | 10 |
| The Band Aid / Spanish | 5 | | 2 | 4 | | 2 | 1 | | |
| Watch the Butterfly | 8 | | | 4 | | | 4 | | |

CHECKLIST OF SUPPLIES

- Table (most book events supply one)
- Table Cloth / Covering
- Bookstands
- Book and/or Author Signs (including price list)
- Bookmarks / Business Cards / Brochures
- Pen
- Freebees
 - Consider items that compliment your books

METHOD OF PAYMENTS

- Bring cash (\$1/\$5/\$10)
- Credit Card Implements
 - Banks Offer Credit Card Reading Solutions – usually monthly costs
 - Square Readers (squareup.com) – flat rates



PUTTING A PRICE ON BOOKS

- The Value of a Book to a Reader
 - The more readers pay for a book, the more **initial** value the book has
 - After reading the book, value is largely based off of quality of story/characters
- Warning: A book that's too expensive will never be bought
 - Research prices of comparable books

SPECIAL DEALS / DISCOUNTS

- Everyone loves a good deal
 - Buy one get second at a discount
 - Discounts for series of books
 - Prize wheel
 - **Sign up** (with email address) for something free/discounted

FREEBIES / HANDOUTS

- Bookmarks

- Pencils

- Magnets

- Coloring Pages

- Brochures

Always include your Website / Online Contact

- Printing Services:

- UPrinting.com

- VistaPrint.com

CONDUCTING A BOOK EVENT



PRESENTATION

- Things to Consider:
 - Think Like a Bookstore
 - Organize for Your Readers
 - Display Prices
 - Bookstands
 - Freebees



ENGAGING WITH YOUR READERS



- Most Writers Sit Back and Wait Method
 - Most Reader will not know you
 - Readers do not know your books
 - Readers are generally passive people and may not want to start the conversation

ENGAGING WITH YOUR READERS

- Goals When Engaging Readers
 - Show them you are friendly / approachable
 - Learn what they like to read and/or what they are looking for
 - Match the reader to the book
 - Express why your books are awesome

SELL YOURSELF FIRST

- No matter how good your books are, readers need to accept you first
- Many people will consider your books simply because they like you
- How to sell yourself
 - Friendly greeting (“Good morning!”)
 - Joke around with them
 - Be genuine and sympathetic toward them



INITIAL GREETING

- Freebies / Handouts help a lot
- Target your audience
- Tell them briefly about you and your books when you hand them something, but don't brag
 - “Hello. I write romantic thrillers.”

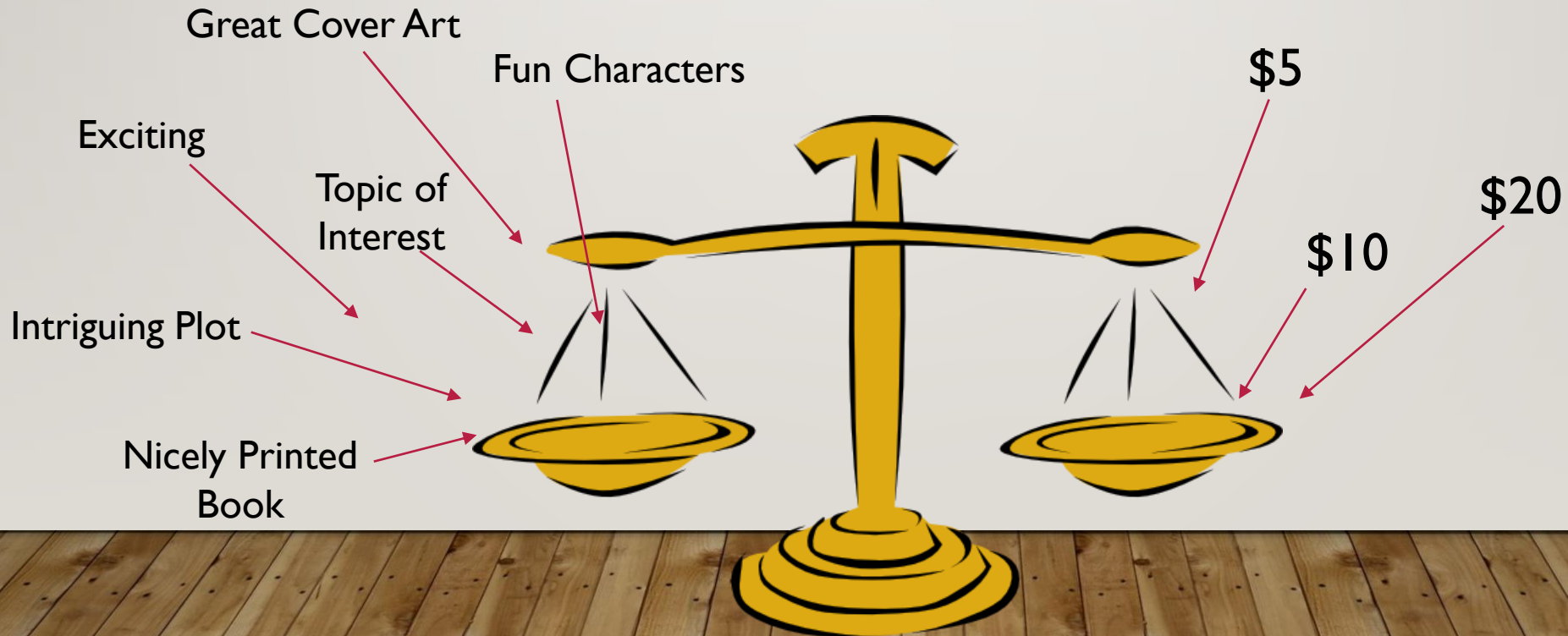


SELLING YOUR BOOK

- Show Book Cover
 - People DO judge a book by its cover
- Recite Book Blurb
 - Catchy hook that makes your book different and interesting
- Open Book and Place into Reader's Hands
- Get the Reader Talking
 - What do they like to read?
- Share Why Book is a Good Fit (if it is)

SELLING YOUR BOOK

- People will pay for a book if the book is worth more than their money



SELLING YOUR BOOK

- Keep in mind...
 - People don't NEED your book
 - You're trying to deliver happiness



SELLING YOUR BOOK

- Having a helper to handle transactions helps to keep you focused on your audience



- Have fun – sign books, personalize, take photos



NOT SELLING YOUR BOOK

- Not selling a book is not a total loss
 - Hopefully, you made a good impression on people
 - Hand them your brochure so they can look you and your books up
 - Wish them a great day

Fun Educational Presentations
General Audience Books



John Hope provides inspirational writing-centered presentations to all ages, from first-time to well-skilled writers and dreamers.

- ✓Preschool / K-4
- ✓Elementary School
- ✓Middle School
- ✓High School
- ✓Adult
- ✓Retiree



John uses his skills as a storyteller, teacher, and puppeteer to connect with kids to adults in order to education, encourage, and inspire. He keeps people on their toes with his quick wit and pop quizzes that stays with people long after they leave.



John's Shorts (Volumes 1 and 2)
Paperback - \$8 each

Two volumes of award-winning short stories, spanning various genres that provide humor, insight, surprise, horror, and warmth to the hearts and minds of readers.

Recommended: General Adult




Mr. Hope is an award-winning, Florida-born author of young adult novels, historical nonfiction, short stories, and children's literature. He travels the state providing inspiring tutorials to inspiring writers of all ages. Board member of the Florida Writers Association, he lives in central Florida with his wife and kids.

Images of America Lake Mary
Fully illustrated paperback - \$15

With over 200 authentic photographs spanning two centuries, Images of America provides a unique historical story of small town America when life was simple, exciting, and sometimes dangerous. Recommended: 10 years to Adult




To book an event, please send a request to john@johnhopewriting.com

Learn more online at: www.JohnHopeWriting.com

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Children's Picture Books

Watch the Butterfly
Full color hardback \$15

In this beautifully illustrated book, a boy learns the virtue of patience when he finds a butterfly warming in the sun. Though waiting is hard, its reward can produce the most wonderful results.

Recommended: 3-8 years old

Frozen Floppies
Full color hardback \$15

Help! Help! The Floppies are frozen - floppies! Fellow Floppies must fix their Flippy brains to rescue their frozen friends. But how can they with Floppiland borders separating them?

Recommended: 3-8 years old

The Band-Aid
Full color paperback \$10

A 5-year-old girl discovers her daddy crying. Confused, she gives him a band aid, a cure for all ills. After he explains some pains run too deep, the girl spends time with her daddy, laughing and playing, helping to be his band aid. Available in Spanish.

Recommended: 3-8 years old

No Good
Paperback \$10

12-year-old Johnny "No Good" and his newly adopted brother find themselves in the middle of a manhunt for a small town murderer when No Good learns the other is connected to the prime suspect.

Recommended: 12-15 years old

Silencing Sharks
Paperback \$10

Deaf and bullied, 13-year-old Peter discovers he can talk to sharks. And he must put this unique skill to use to rescue them from extinction, while saving his blackmailed dad.

Recommended: 10-15 years old

Colby in the Crosshairs
Paperback \$9

After Colby's estranged father returns to his white trash home, the 9-year-old struggles to survive a promiscuous neighborhood mother, money sharks, and an uncontrollable autistic older brother while discovering the true cost of living and brotherhood.

Recommended: 15 years to Adult

Silencing Sharks the Card Game
Game Pack \$10

Collect the most shark teeth chips by selecting shark facts that outmaneuvers your opponent's shark in this easy-to-learn game. Travel-sized game contains 33 shark cards, 40 shark teeth chips, playing dice, instructions, and a velvet travel tote.

Secret Adventures of Foxfire
Paperback \$10

Deep within Sebastian's vivid imagination, international spy Foxfire is tasked with her most difficult mission yet while Sebastian and his middle school friends construct a secret tree fort. Foxfire's secret adventures sooner or later intertwine with Sebastian's struggles. Recommended: 12-15 years old

Pankyland
Paperback \$8

When 11-year-old Panky loses his little brother at a theme park, he's forced to team up with his rival to find the boy before his parents find out. Available in Spanish.

Recommended: 9-12 years old

Pankyland 2, The Movie
Paperback \$8

Panky and younger brother Craig get the chance of a lifetime: starring in Pankyland the Movie. But fate takes a turn for the worse when a jealous parent kidnaps the brothers after her kid doesn't get the coveted role.

Recommended: 9-12 years old

| Book Title | Quantity | Cost |
|-----------------------|----------|------|
| | | |
| | | |
| | | |
| | | |
| Total Payments | | |

Order Form for FCV Books 2/24/44, Orlando, FL 32762
 Check payable to John Hope
 All Books Arranged with Personalized Message
 Message for Student:

Student's Name: _____
 Teacher's Name: _____
 Grade Level: _____


WRAP-UP AND LESSONS LEARNED



WRAP-UP AND LESSONS LEARNED

- Tally sales

- What is selling?
- Why did your books sell?
- What didn't sell?
- Why didn't your books sell?



Answers to these questions may steer your next event, and possibly your next book

WRAP-UP AND LESSONS LEARNED

- The business end...
 - Calculate sales tax and pay the Department of Revenue
 - Maintain an inventory of your books for Federal Income Taxes
 - Review your supplies, determine what you need to reorder

WRAP-UP AND LESSONS LEARNED

- Follow-up on Contacts Made
 - Thank people via Email
 - Send email newsletters to whoever signed up – offer free / promotional items
 - Schedule additional events

WRAP-UP AND LESSONS LEARNED

- Stay focused, don't give up
 - This is a hard, competitive industry



