



PRUFROCK PRESS INC.™

Steps for Conducting Book Signings

1. Compile a list of your local bookstores. Don't forget independent bookstores and teacher supply stores, as well as university bookstores.
2. Using this list, collect the bookstores' contact information. You'll want to speak with the Community Relations Manager at Barnes & Noble or the general manager at each store.
3. Introduce yourself and let the representative know that you are a local author. Ask if the manager has an interest in your doing a presentation or a book signing. Be sure to mention that you would be interested in helping with special events like Back-to-School nights or Autism Awareness Month. Keep in mind that for niche publications, most stores will be more likely to schedule an event with you if it coincides with their planning for another event.
4. Make sure the store has your book in stock or that the store can order it. If it does not have your book or cannot do an event, thank the manager for his or her time. The next time you're in the store in person, look at the books in sections where you might find your book. If you think your book would fit, let us know and we can try to get it sold there. Remember that if you have an activity book or a professional development title for teachers, it's not as likely to be carried in larger retail stores like Barnes & Noble as it is in teacher supply or independent bookstores.
5. If the store does schedule a signing with you, e-mail the information about the signing to your editor or the editorial staff at editorial@prufrock.com. We'd be happy to help you publicize your event and to make sure copies of your book are on hand.