

# Books Are Awesome!



## So You're Having an Author Event...

### **Books Are Awesome is thrilled you've chosen us as your Author Event venue! Here are some event expectations to get you started:**

1. Books are Awesome (BAA) sees advertising for your author event as a mutual responsibility. We post flyers for your event in our store windows as well as on our website. If you have a flyer prepared that you would prefer to use, excellent! Provide us with copies; if not, we also have a flyer template prepared and are happy to share it with you for your use.
  - a. You are responsible for providing all information for our flyer template and are expected to send it back to us in a timely manner (minimum of 14 days before event) so we may fulfill our obligation to advertise in our promised capacity.
  - b. Authors should also participate by distributing flyers to friends, family, local coffee shops, co-workers, and clubs/churches/associations that you are involved with.
  - c. BAA will send you a pdf version of the final flyer we use.
  
2. Social media is another mutually expected obligation. BAA will post at least twice on Instagram in the two weeks leading up to the event. Instagram posts also lead to Facebook posts. If an author flyer is returned to BAA in a punctual manner, it will also be posted on our website.
  - a. BAA needs your Instagram and Facebook account names so that we can tag you in our posts.
  - b. Find your audience – there are Facebook groups and hashtags that you can use to find readers for your book. Example: #parkercolorado is followed by lots of locals, #scifibooks is followed by loads of Science Fiction booklovers. Reach out to places where your audience is found, whether that is online groups, in-person groups, etc.
  - c. We expect our authors who utilize social media to make at least two posts **MINIMUM** prior to their event. Please tag BAA in these posts.
  - d. If an author does not have any social media accounts (though we encourage them to do so), word of mouth advertising to friends, families, communities, and social groups is **STILL EXPECTED**.
  
3. BAA typically orders between 3 and 5 copies of your book prior to your event to sell. We also expect you to provide some copies from your personal stock to sell as well. Any stock sold from a personal collection will result in 60% of the sale going to the author and 40% going to BAA. BAA is also responsible for the sales tax collected.