



. Make Use of Social Media:

- Twitter - tweets with hashtags #WeNeedDiverseBooks
- Facebook posts, videos and dressing up your staff in funny outfits and putting it on the internet. Making people feel like they know your staff through your online presence. Example: #Dashner Army Twitter hashtag
- Eight Cousins - Timmy Failure Video
- Porter Square- 11 things I learned as a bookseller BuzzFeed
- Tweet pictures of 'preparing for the event'
- Follow up on Social Media/Continue Promotion -Make them wish they had gone to the event

2. Reading and

These days listening to a reading of the book is not enough to get kids and teens excited about coming to an event. Especially with less known authors, you can use fun activities to draw customers who would maybe not come for a reading alone but would love to come to a reading and...

- Jedi Lesson (Odyssey)
- Cupcake decorating party (Odyssey)
- a REAL Llama (Water Street, Odyssey)
- Guinness World Record - R.J. Julia Booksellers Cat in the Hat
- Quiz or Scavenger Hunt – a la Escape from Mr. Lemoncello's Library (Eight Cousins)
- Author Panels - Think kids will get excited for one author? Try five! YA author panels, themed panels for Example: Jewish Children's Lit Fest, Fantasy panel, Female Writers, debut authors. See Hudson Valley YA Society at Oblong Books

3. Photo Ops

In a world of instagram selfies, tagging and hastags, spreading the word about your store is easy! What do all of us in the 21st Century love to do? Photograph ourselves or our children in funny or silly ways to show what a good time we are having and post it on the internet. Why not encourage this with a "book-selfie" booth, silly costumes or simply encouraging attendees to take pictures with the author. By tagging themselves, the author and your store the advertising is done for you.

- Use a backdrop with your store logo!
- Costumes
- Authors all photographed in the same place (with store mascot, in a certain chair)
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4. Organize a specific group of people to be there:

- Girl scout troops
- Local sponsors
- Daycare center field trip
- Make the event a PTO or sports team fundraiser!
- Library teen advisory boards
- Kid Reviewers – R.J.Julia Booksellers has Teens Talk Books Galley review group / Gibson's Bookstore kids reviewers/Porter Square has Fresh Ink.
- Invite your in-store book groups. Mother-Daughter book groups. Teen Book Group

5. Hug a Librarian!

Teachers, librarians and indie booksellers all speak the same language. Make sure to take the time to create relationships with your local teachers and librarians because they can be your greatest allies.

- Collect a teacher and librarian email list and send them flyers for their classrooms that advertise the event.
- Bribe them with arcs and posters
- Send personal emails to specific people instead of just email blasts
- If the author or a similar author was featured on their summer reading list, ask if you can send home event invitations with each student.

6. Talk the Talk with Authors:

- Get the author excited about the event - social media is a great way to do this!
- Communicate with them before hand publically - facebook, twitter, instagram Example: We are so excited to welcome Hope you're ready for us
- Hold a contest and reveal the winner at the event and ask the author to promote this. Example: Win a special meeting with Sarah Dessen. Odyssey's Battle of the Books

7. It's all In a Name:

Instead of calling the event launch of (book and author they've never heard of) call it something cool.

- Horns and Heels- Monster Party
- Women in Print - Celebrating female heroines, villains and the women who wrote about them
- Hudson Valley YA Society,
- League of Extraordinary Readers
- Bookstore Lock-in
- Blood, Brains, Ghosts and Nightmares! A Halloween YA Panel
- Epic Reads
- Story Crush Tour

8. Staff!

- Utilize the resources in your store! What skills and interests do your staff have?
- Get them excited about the event.
- Encourage them to bring their friends, share announcements, and post photos.

9. Pre-promotion:

- Battle of the Books reading competition to be announced by the AUTHOR him/herself!
- Raffle off ARCs or a copy of book on Facebook or Twitter. i.e. Sarah Dessen: win a special pre-event audience and picture with the author.
- Ask fans to send you their questions for the author

10. Follow up

- Keep books on display, and promote your signed copies on your Website and via Social Media.
- Send your event pictures to PW and ShelfAwareness
- Email rep sales/publicist sales numbers and recap.
- Post your pictures on FB and Twitter