

Antoinette Tuff

Speaker – Survivor – Author – Community Safety Advocate

CEO/Founder of Kids on the Move for Success

BOOK SIGNING TIPS

With these guidelines, approximately 200 people an hour can get their books signed:

1. Have a 6-foot table that is out of the way of the main traffic of the event. The speaker should be seated about in the middle of the table with space around for the books. If books are being sold (as opposed to given away) sales of the books should not be part of this table, but can be an earlier table for the same line. It is great if the book is offered earlier too so people can be ready to get in line.
2. The speaker will need two (2) helpers – one at their table, one with good printing to go down the line and make a notation of the names wanted on the books on sticky notes for each book. Make sure Sharpie pens are on the desk for signing.
3. The autograph line should be single file and come from one side, (usually the author's left) not the middle if possible. One helper should go down the line writing names and the requested personalization on small sticky notes. These sticky notes should be a light color and written with a dark pen or marker. Please PRINT the name since this makes it easier to read. This helps keep the line moving since it slows the line if the speaker has to ask about spellings for each name.
4. The person helping the speaker at the table should stand on the same side as the line to take the books and the sticky from the person waiting. They should place the sticky on the autograph page (the title page) and have them "flapped" (i.e. opened to the autograph page and the cover flapped over the opposite page to keep it to that page.) When the person getting their books signed approaches the speaker, slide the next books to him/her and he/she will sign and give it back to the person.

These steps will insure that the people will get a chance to visit with the speaker while he/she signs the book, as well as make it easier for the speaker to give attention to each person.

Anticipate a big enthusiastic crowd and order lots of books, you will sell them! No need to limit number of books signed for each person in line.

A bottle of water for the author is more appropriate at the book signing since glasses make significantly more of a mess when spilled.