

My book will be marketed exclusively to schools and libraries. Is there any point in doing book signings, since the public won't be able to buy it?

My suggestion is to focus on school and library visits. The school visits in particular can generate extra income for the author from honoraria and for author and publisher from repeat purchases of their books. Bookstore signings are tough anyway, unless the author is well known and can get a lot of traffic into the store. The exception would be trying to work with stores in your area (if any) that do a lot of business selling to schools or running book fairs. Check around and, if you find some with strong business in that area, find out if you can pre-sign books, or appear at some of the events they have planned. 1-2:02