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Q: Is it appropriate to schedule book signings at bookstores in the same town? If so, what is the time frame for scheduling them?

Doing multiple bookstore events in a town is not uncommon. In those instances, stores are generally selected because they draw from different parts of the market. For example, you could do two stores in Philadelphia, one in Center City and another on the outskirts of town where the store might draw from the suburbs. Or you could schedule an event for teachers at a children's bookstore and an event for parents and children at a general-interest independent bookstore or chain store.

There's no specific time frame. The most important thing is to be considerate of the booksellers involved. If you've been invited to another town to do a store visit, it wouldn't be appropriate to plan other events (bookstore or otherwise), unless you've gotten permission from your host. If you talk with the bookstore owner or event coordinator, you might find that he can arrange a talk at a school, a media interview, or another type of engagement to benefit his store while you're there.

For local events, it's good to get to know booksellers in your area and to spread your store visits over a period of time. This can be when:

- a new book is published

- one of your books is released in paperback

- there's a logical tie-in to a seasonal event (ie. Halloween)

- you've been able to generate local publicity

- you can participate in other events (ie. a book fair or author day) that the store has planned

Spreading your visits out will ensure that the public is reminded of your name and your book titles. 5-6:02