

BRENDA A. WHITE'S

Tips for Maximizing Your #NBBF2016 Festival Experience

Over the past six years, I have successfully participated in multiple literary events. Connecting with readers is obviously the biggest joy for an author who wants to develop a fan base. I have also been intentional about genuinely connecting with authors to share information and support each other in our literary careers. We have a common goal – to get our stories into the world. Here's a list of activities that have worked for me over the past several years and hopefully it will help you maximize your National Black Book Festival experience.



1. Smile always.
2. Stand occasionally (or at least when readers are at your table).
3. Be genuine – Be authentic.
4. Tell the reader about your book in 30 seconds or less (Hook 'em in 10, sell it in 20.)
5. Hand out sample chapters of your book(s).
6. Engage fellow authors - you just might find a business partner — this is a business.
7. Engage readers (e.g. What types of books do you like to read? Are you familiar with my work?)
8. Introduce other authors to readers.
9. Capture email addresses of the readers – your most valuable asset (e.g. on paper, MailChimp, or other mail databases)
10. Flood social media sites with content about you, the event, authors, and quotes from experts. (e.g. on FaceBook, Instagram, Twitter, Periscope, YouTube, Pinterest) – Please understand, *If you're not social, you're not visible*. Which site are your readers on? **Tip:** Connect your social media sites so that one post will post on all of them.
11. Connect with other authors on social media — expand your network.
12. Take pictures with readers (book clubs) and ask for permission to post the pictures.
13. Tag other authors (with permission and if they are in the picture)
14. In addition to your hash tags, use the event's hashtag (e.g. #NBBF2016)
15. Text your friends/family and ask them to share your posts/status updates.
16. Do a give-a-way for liking your Author page, for buying your book, for providing an email address, signing up for your newsletter, etc.
17. Create an Author Page on Amazon, GoodReads, FaceBook and do a give-a-way.
18. Remember readers come to the festival with a budget to buy books.
19. Drink plenty of water. Maintain fresh breath.
20. Ask for a review on Amazon, Goodreads, Barnes & Noble after they have read your work.
21. Leave comments about books you've read on social media sites, GoodReads, Amazon, B&N, etc.
22. Take a moment to debrief after the event. What did you learn? What is your next move?

For additional information, go to my website, www.brendaawhite.com and click on **All About Me, My Blog**.

You are amazing. The world is waiting on you, get out there and sell some books!



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