
Other ways to publicize your book:

Doing a reading is one way to publicize your book, but there are **many** other ways you can help sell your book:

- Come to the store and tell us about yourself and the book. If we know something about a book and author, we can talk to customers who might be looking for something like what you've written.
- Send information to your local newspaper. They may want to have a copy of the book and interview you. Or, they may simply run a press release. Either way, newspaper readers learn about your book.
- Send an email to people you know letting them know that you have written a book and where they can buy it. Please mention City Lights and our website (www.citylightsnc.com, where customers can order directly) and not only internet giants like Amazon.com and BN.com.
- Tell your friends, business associates, and church groups that you have written a book.

All these strategies let people know that your book is on the shelves and available for sale.



BOOKSTORE

3 E. Jackson St.
Sylva, NC 28779
Phone: (828) 586-9499
Fax:
Email: more@citylightsnc.com



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***A guide for
Self-published and
independently
published authors***

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Selling Your Book

There are several ways we can work with you to stock your book in our store:

Books on consignment: You bring us books, we put them into our inventory system and on the shelf. You check back with us periodically to check to see if any have sold, and if they have, we will pay you for those copies at 60-40 split, if that is acceptable to you. (That is, for a book with a retail price of \$10, we pay you \$6. This is the standard in the bookstore business.) We can generally take several copies on consignment, thereby giving your book better exposure, because we do not incur any up-front costs, paying you only for books that have already been sold.

Book purchased by us outright: We make a calculated decision about how many books we can expect to sell and buy books from you, paying you 60% of the retail price up front. (For a \$10 book, we pay you \$6 per copy).

Buying from your publisher: Publishers generally give bookstores at least a 40% discount off the retail price of a book, and unsold books are returnable. If your publisher cannot offer us these terms, and if similar terms are not available through a wholesaler, we cannot purchase that book from those channels. Instead, we will have to purchase them from you either on consignment or directly from you at the standard 40% discount.

Author Readings

We are happy to support local authors, who are a resource for us and for our customers.

However, we must remain selective in choosing which authors to invite for readings, and the final decision remains at our discretion. Please remember that even if we are not able to host you for an event we can still sell your book.

Tips for a Successful Event

If you are a Jackson County resident, contact the *Sylva Herald*. They do feature stories about many local authors, but they cannot do so if they don't know about you. (If you have scheduled a reading with us, we will send the Herald a standard press release approximately a week beforehand, but for a more extensive story, they need to hear from you several weeks ahead of time.)

Anticipating how many people will attend a reading is an inexact science, especially for a first-time author. A small turnout is by no means a reflection on you or your book, but there are some things you can do to help:

- Tell everyone you know. Send out a personal email or postcard to invite everyone you know who might be able to attend. We do our own publicity, but a personal invitation from you is always best.
- Support other first-time authors by attending their readings — and bring a friend, too!

How to do a reading/signing:

Beforehand, decide what selections from the book you want to read to the audience (and don't give away the ending!) The purpose of the reading is to give readers a taste of the book that will make them want purchase it and read it in its entirety. Check how long it takes for you to read your selections aloud. We recommend a MAXIMUM total reading time of 20 minutes. There is also time for you to talk about the book and how you came to write it, but actual reading should last no longer than 20 minutes. After that, you can invite questions from the audience (or general conversation about the book, whichever feels most appropriate), and then sign copies.

Think of the event as a way to introduce potential readers to your work. Try to gear your presentation to those people who are curious but not necessarily knowledgeable about your book or your subject.

What do “local author” and “local interest” mean?

Our most well-attended events are with nationally known authors OR with authors who have a connection to the local area. So what does local mean to us and to our customers here at City Lights? Over the years, we have found that it means authors from Jackson County writing about anything or writers from other places writing about Jackson County. Yes, our region is bigger than one county, but local interest can be very local indeed.

If your book takes place in another area, be sure that bookstores and newspapers in that area know about it.