

October 2024 MiPA member meeting

MiPA's October speaker was Jean Davis (<https://jeanddavis.blogspot.com/>), a Fantasy/Sci-Fi author from Michigan who discussed various marketing strategies and experiences related to selling books at events, with a focus on networking, unique promotional tools, and adapting to different audiences. Jean shared her personal approach to marketing, including her use of a live chicken as a promotional tool, her experiences with book displays and signage, and her strategies for engaging with potential customers. Jean also discussed the importance of evaluating the cost and benefits of attending events, the challenges of networking and selling at events, and the value of creating custom merchandise to supplement income.

Quick tips:

- Consider bringing eye-catching props or displays to book events to attract potential customers.
- Ensure booth setup is visually appealing and not cluttered or distracting.
- Practice engaging with potential customers and developing concise pitches for books.
- Consider offering additional merchandise related to books to supplement sales.
- Look into business insurance options for book events, especially outdoor ones.
- Explore Facebook groups and network with other authors to find book event opportunities.
- Create clear signage with pricing and book descriptions for their booth displays.
- Consider designing or purchasing book display racks that showcase book covers effectively.
- Prepare newsletter signup sheets or QR codes for their booths to capture customer information.