

Bookstore Sales Checklist

Bookstores where I could sell my book:

- ☐ Barnes & Noble
- ☐ Books-A-Million
- ☐ Books, Inc.
- ☐ Family Christian Stores
- ☐ LifeWay Christian Stores
- ☐ Half Price Books
- ☐ Hudson News
- ☐ Powell's Books
- ☐ Schuler Books & Music
- ☐ 2nd & Charles

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Notes:

Bookstore Sales Checklist

Making contact and stocking:

- ☐ Bookstore name: _____
- ☐ Event Coordinator: _____
- ☐ Bookstore Event Coordinator contacted
- ☐ Copy of my book shown
- ☐ Terms negotiated
 - ☐ Consignment
 - ☐ Bulk purchase
- ☐ Order placed
 - ☐ Through distributor
 - ☐ Through me directly
- ☐ Books delivered
- ☐ Follow-up
 - ☐ One week
 - ☐ One month
 - ☐ 90-days follow-up
- ☐ Re-order taken
- ☐ Re-order fulfilled/delivered
- ☐ New checklist printed and started

Notes:

Bookstore Signing Checklist

Local bookstores to contact:

☐	_____
☐	_____
☐	_____
☐	_____
☐	_____
☐	_____
☐	_____

Approach the store:

- ☐ Bring a copy into the store.
- ☐ Ask for the "Event Coordinator."
- ☐ Explain I'm a local author and ask to be a book signing guest.
- ☐ Get booked!

Prepare for the signing:

- ☐ Order extra copies.
- ☐ Follow the steps on the "Book Signing Checklist."

Notes:

Unconventional Sales Outlets Checklist

Non-bookstore locations to sell my book:

- ☐ Movie theaters
- ☐ Hair salons
- ☐ Specialty gift shops
- ☐ Accounting firms
- ☐ Financial firms
- ☐ Restaurants
- ☐ Pharmacies
- ☐ Health clubs/gyms
- ☐ Funeral homes
- ☐ Doctors'/dentists' offices
- ☐ Hardware stores
- ☐ Flea markets
- ☐ Farmer's markets
- ☐ Museum shops
- ☐ Toy stores

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Unconventional Sales Outlets Checklist

Non-bookstore locations to start with:

- ☐ _____
- ☐ _____
- ☐ _____

- ☐ Location contacted
- ☐ Terms negotiated
 - ☐ Consignment
 - ☐ Bulk purchase
- ☐ Books delivered
- ☐ One-week follow-up

Notes:

Consignment Sales Checklist

Local places that could sell my books:

- ☐ Hair salon
- ☐ Restaurants
- ☐ Toy stores
- ☐ Check "Unconventional Sales Outlets Checklist"

- ☐ First location: _____
- ☐ Location contacted
- ☐ Terms agreed
- ☐ Contract signed
- ☐ Book order fulfilled/delivered
- ☐ One-week check-in completed
 - ☐ Book sales recorded
- ☐ One-month check-in completed
 - ☐ Book sales recorded
- ☐ 90 days check-in completed
 - ☐ Book sales recorded
- ☐ Six-month check-in completed
 - ☐ Book sales recorded
- ☐ Payment collected
- ☐ Re-order taken
- ☐ Re-order fulfilled/delivered
- ☐ New checklist printed and started

Corporate Sales Checklist

Local companies that could sell my books:

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

- ☐ First location: _____
- ☐ Location contacted
- ☐ Terms agreed
- ☐ Contract signed
- ☐ Book order fulfilled/delivered
- ☐ Payment collected
- ☐ One-month check-in completed
 - ☐ Book sales recorded
- ☐ 90 days check-in completed
 - ☐ Book sales recorded
- ☐ Six-month check-in completed
 - ☐ Book sales recorded
- ☐ Re-order taken
- ☐ Re-order fulfilled/delivered
- ☐ New checklist printed and started

Business Card Checklist

Card creation:

- ☐ I'll create the card myself
 - ☐ Canva
 - ☐ Photoshop
 - ☐ VistaPrint
 - ☐ Other: _____
- ☐ I'll hire a designer
 - ☐ Fiverr.com
 - ☐ Independent contractor
 - ☐ Other: _____
 - ☐ Contract signed/terms agreed
 - ☐ Deposit paid
 - ☐ Proof received
 - ☐ Revisions sent
 - ☐ Proof approved
 - ☐ Final file received
 - ☐ Original design file received
 - ☐ Final payment sent

Notes:

Business Card Checklist

Information to include:

- ☐ Name and/or pen name
- ☐ Email address
- ☐ Website
- ☐ Book cover(s)/title(s)
- ☐ Opt-in
- ☐ Testimonial/Endorsement
- ☐ Office hours (optional)
- ☐ _____
- ☐ _____
- ☐ _____

Card formatting:

- ☐ Card size:
 - ☐ 2 inches x 3.5 inches
 - ☐ Square
 - ☐ Other: _____
- ☐ Resolution 300 dpi/ppi
- ☐ Color:
 - ☐ 2-sided full color
 - ☐ 1 side color, 1 side black and white
- ☐ Coating:
 - ☐ Laminated
 - ☐ UV

Business Card Checklist

Keep my cards:

- ☐ Keep in my car
- ☐ Keep in my bags:
 - ☐ Computer/laptop
 - ☐ Purse
 - ☐ Book tote
 - ☐ Other: _____
 - ☐ Other: _____

Marketing with my cards:

- ☐ Any events
- ☐ People I meet in daily life
- ☐ Key contacts
 - ☐ Give out two cards
- ☐ Exchange cards with others (trade)
- ☐ Handwrite home phone number on my card
- ☐ Make a coupon for other products or services on the back
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Bookmark Checklist

Card creation:

- ☐ I'll create the bookmark myself
 - ☐ Canva
 - ☐ Photoshop
 - ☐ InDesign
 - ☐ Other: _____
- ☐ I'll hire a designer
 - ☐ Fiverr.com
 - ☐ Independent contractor
 - ☐ Other: _____
 - ☐ Contract signed/terms agreed
 - ☐ Deposit paid
 - ☐ Proof received
 - ☐ Revisions sent
 - ☐ Proof approved
 - ☐ Final file received
 - ☐ Original design file received
 - ☐ Final payment sent

Notes:

Bookmark Checklist

Information to include:

- ☐ Name and/or pen name
- ☐ Email address
- ☐ Website
- ☐ Book cover(s)/title(s)
- ☐ Freebie offer
- ☐ Testimonial/Endorsement
- ☐ Author bio
- ☐ _____
- ☐ _____
- ☐ _____

Bookmark formatting:

- ☐ Bookmark size:
 - ☐ 2 inches x 6 inches
 - ☐ 2 inches x 8 inches
 - ☐ Other: _____
- ☐ Resolution 300 dpi/ppi
- ☐ Color:
 - ☐ 2-sided full color
- ☐ Coating:
 - ☐ Laminated
 - ☐ UV

Bookmark Checklist

Keep my bookmarks:

- ☐ Keep in my car
- ☐ Keep in my bags:
 - ☐ Computer/laptop
 - ☐ Purse
 - ☐ Book tote
 - ☐ Other: _____
 - ☐ Other: _____

Marketing with my bookmarks:

- ☐ Any events
- ☐ Mail with bills 😊
- ☐ Book signings: Include inside book
- ☐ People I meet in daily life
- ☐ Include a coupon for other products or services
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Local Speaking Gig Checklist

Places I can speak:

- ☐ Clubs
 - ☐ Rotary Club
 - ☐ Lion's Club
 - ☐ Girl Scouts
 - ☐ Boy Scouts
 - ☐ _____
 - ☐ _____
 - ☐ _____
 - ☐ _____
- ☐ Schools
 - ☐ Pre-schools
 - ☐ Elementary schools
 - ☐ Middle schools
 - ☐ High schools
 - ☐ Colleges/Universities
 - ☐ Guest talk
 - ☐ Commencement speech
 - ☐ Technical schools
 - ☐ PTAs
 - ☐ Clubs
- ☐ Bookstores
 - ☐ Reading/signing

Local Speaking Gig Checklist

(Cont.) Places I can speak:

- ☐ Libraries
 - ☐ Friends of the Library meetings
 - ☐ Guest workshop
 - ☐ Reading/signing
- ☐ Corporations
 - ☐ Lunch & Learns
 - ☐ Guest instructor
- ☐ Webinars
 - ☐ Guest instructor
 - ☐ Host
- ☐ Interviews (see several interview checklists)
- ☐ Live events
 - ☐ Workshops
 - ☐ Seminars
 - ☐ Conferences
 - ☐ Keynotes
 - ☐ Breakout sessions
- ☐ Cruise ships
- ☐ Book fairs
- ☐ Churches
- ☐ Local networking groups
- ☐ _____
- ☐ _____

Local Speaking Gig Checklist

Day before speaking gig:

- ☐ Gather materials
 - ☐ My book to show
 - ☐ My printed marketing materials
 - ☐ Freebies
 - ☐ Handouts
 - ☐ Books to sell
 - ☐ Table cover
 - ☐ Prize basket for raffle
 - ☐ Balloons
 - ☐ Table decorations
 - ☐ Bowl of chocolate
 - ☐ Other products
 - ☐ Email opt-in list/form
 - ☐ Order forms
 - ☐ _____
 - ☐ _____
 - ☐ _____
 - ☐ _____

Day of speaking gig:

- ☐ Load car with above checked materials
- ☐ BREATHE

Local Speaking Gig Checklist

At speaking gig:

- ☐ Set up table
- ☐ BREATHE
- ☐ Stretch
- ☐ Greet people
- ☐ Read book excerpt/talk/teach
- ☐ Network/mingle
- ☐ Sell books
- ☐ Sell other products and/or services
- ☐ Collect names and emails
- ☐ Raffle off prize
- ☐ Load car with all remaining books (if any) and other materials
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

After speaking gig:

- ☐ Send thank-you note
- ☐ Let host know you're available for more gigs
- ☐ _____
- ☐ _____