

FOR CHRISTIAN AUTHORS & SPEAKERS

6

Profitable Platforms To Speak and Sell Books

CREATIVE EVENT IDEAS THAT WILL SEE SALES SOAR!



**FREE
GUIDE!**

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CONGRATULATIONS!

You've decided to get creative and create speaking events to boost book sales!

Great events have two features:



1. They solve a very specific top-of-mind problem for your attendees and showcase what is possible.
2. The goal of your event is to educate and entertain your audience, moving them emotionally towards a transformation and a need for your book.

When choosing your event, think about what would give your audience a desire to buy your book.

Here is a list of 6 profitable event ideas
from my most successful clients.

WRITERS' CONFERENCES

1. **Create a breakout session** for a writer's conference--what can you teach fellow authors? You may have a fiction book you use to explain plotting, literary devices, pacing, etc. to budding authors.
2. **Become a Sponsor.** Most events have sponsorship levels that can feature you beyond just the book table. Often this can include an opportunity to speak to the audience, even for a moment. Add value to your audience during that time (not a sales pitch!), and they'll be drawn to you and your book.
3. **Be a featured or keynote speaker.** Develop & deliver a powerful, engaging presentation full of value to your colleagues and they will be enticed to buy your book to keep that connection with you.

WITHIN YOUR COMMUNITY

1. **Check out your libraries.** Many libraries seek to feature local writers. Offer a free event (or two) at the library with an agreement that they will buy a certain number of books to make available for book clubs.
2. **Go on tour!** You may use library meeting rooms, college/university venues, coffee shops, or a hotel conference room. Whether you choose one or all, speak at several public places in your local area. Consider the different parts of your community, metro area, or county. What would people enjoy? Could you provide light snacks? Who needs or would especially enjoy your book? Think outside the bookstore--readers will go to a lovely space for coffee and inspiration!
3. **Host a Private Party.** Better yet, let a friend host it for you in their lovely home! You can also have this at a local event space, but either way you do it, create a "by invitation only" event. Charge for VIP seating and goodie bags featuring other local vendors that sponsor this exclusive evening. Bundle books and sell more than one to each buyer. Get creative with how to pamper your audience. Give a 10-15 minute talk and then have a brief author Q&A to feature you on this special evening.

*"Giving encouragement to others
is a most welcome gift,
for the results of it are lifted spirits,
increased self-worth, and a hopeful future."
-Florence Littauer*

Speaking events work amazing for creating buzz & book sales.

Now, what are the next steps for you to take?

Well, there's only so much I can show you about creating a wildly profitable speaking event in a guide, so if you're happy with what you're reading so far, here's your next step:

JUMP ON A CALL WITH ME, AND LET'S STRATEGIZE!

On the call, we can discuss what events might work best for you, and create a plan for you to make it come to life!

When you follow my proven formula, you'll avoid losing direction, losing confidence, and risking chronic low book sales.

Talk to you soon!

Sara

P.S. If you got value out of this guide, feel free to share it with friends who would benefit from it.

BOOK A COMPLIMENTARY STRATEGY CALL