Things to do when giving an author book talk

The point of author appearances is to entice readers to buy books.

I encourage all authors to get in front of an audience and engage with their readers. Partake in speaking engagements at bookstores, bars, coffee shops, libraries or colleges. Make the most of your time at the mic. Here are eight of my thoughts when giving an author talk:

√ Arrive early. Give yourself plenty of time to get familiar with the space. Make sure the microphone and presentation area are ready. Flying in at the last minute sets a tone of being unprepared. You do not want the audience to worry that you are not going to show up.

√ Greet your audience as they arrive. Shake hands, talk to them. This not only will make them feel welcome, but it will also help with any nerves you may have.

√ Start on time and end at the scheduled time. Staying within your allotted time is one of most professional moves you can make.

√ Begin your talk with thanks. Thank the venue and the associates or representatives involved with the program. Thank the audience for attending.

√ Don’t apologize. Don’t say you are new at this, not prepared or don’t like being in front of an audience. Be confident.

√ Preplan your talk. Tell the audience what inspired you to write this book. Plan to read an engaging excerpt or two from your book and lead up to it with key information they should know.

√ Allow time for questions. Have a question or two prepared if no one has a question. “I frequently get asked [blank].” This will engage others to ask a question.

√ Close your talk with a call to action. Invite audience members to buy a signed book and ask them to follow your blog or sign up for your newsletter.

People don’t go out to an author event for the reading. They come for the story behind the story. This is your chance to shine and find new readers. Give them an experience of human connection. You are not only presenting your book; you are presenting yourself as an author.

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S.I. SOPER. *Pack of Predators: A Circle V Western.* Hardcover, $34.95, June.

CHERRY WILSON. *Stirrup Brothers.* Hardcover, $35.95, June.

FRANCIS W. HILTON. *The Mañana Kid.* Hardcover, $34.95, June.

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**St. Martin’s Press**

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TOM CLAVIN. *Tombstone: The Earp Brothers, Doc Holliday, and the Vendetta Ride From Hell.* Hardcover, $29.99, April.

**She Writes Press**

SheWritesPress.com

ASHLEY E. SWEENEY. *Answer Creek.* Trade paperback, $16.95, May.

**Thorndike Press Large Print**

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JOHN D. NESBITT. *Dusk along the Niobrara.* Hardcover, $28.99, April.


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C.M. WENDELBOE. *When the Gold Dust Died in Deadwood: A Tucker Ashley Western Adventure.* Hardcover, $27.99, June.

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T.D. GRIFFITH. *Black Hills Myths and Legends.* Trade paperback, $18.95, April.

W.C. JAMESON. *The Last Train Robber: The Life and Times of Willis Newton.* Hardcover, $24.95, April.

RANDY STAPILUS. *Idaho Myths and Legends.* Trade paperback, $18.95, April.
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University of North Texas Press
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UNTPress.unt.edu

BARRY GOODSON. *Country Cop: True Tales from a Texas Deputy Sheriff.* Hardcover, $34.95, May.

University of Oklahoma Press
2800 Venture Drive
Norman, OK 73069
OUPress.com

JEROME A. GREENE. *January Moon: The Northern Cheyenne Breakout from Fort Robinson, 1878-1879.* Hardcover, $32.95, April.

PAUL MAGID. *An Honest Enemy: George Crook and the Struggle for Indian Rights.* Hardcover, $39.95, April.

SUSAN NANCE. *Rodeo: An Animal History.* Hardcover, $36.95, April.


PHILIP S. HALL and MARY SOLON LEWIS. *From Wounded Knee to the Gallows: The Life and Trials of Lakota Chief Two Sticks.* Paperback, $24.95, May.


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Pullman, WA 99164-5910
WSUPress.wsu.edu

MICHAEL MAYS (series editor). *Legacies of the Manhattan Project: Reflections on 75 Years of a Nuclear World.* Paperback, $32.95, April.

DENNIS M. LARSEN. *Saving the Oregon Trail: Ezra Meeker’s Last Grand Quest.* Paperback, $28.95, May.

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LARRY D. SWEAZY. *The Lost are the Last to Die: A Sonny Burton Novel.* Paperback, $25.99, May.

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