

TIPS FOR ORGANIZING SUCCESSFUL BOOK SALES



Organizing successful book sales during an author visit can be a fantastic way to boost your school library's cash back. Here are some tips to help make the most of this opportunity:

PLAN AHEAD

Start planning the book sale well in advance of the author's visit to ensure everything runs smoothly.

PROMOTE EARLY

Begin promoting the book sale along with the author visit early to generate interest and excitement among students, parents, and teachers.

PROMOTE THE CASHBACK PROGRAM

Highlight the exclusive cashback offer for your school as an additional incentive for book buyers.

PROVIDE AUTHOR INFORMATION:

Display information about the visiting author and their books to generate an excitement about the visit.

OFFER AUTOGRAPHED COPIES

Let your buyers know that all copies of the books will be autographed, which can be a big draw for book enthusiasts.

ORGANIZE BOOK SIGNINGS

If time permits, arrange for the author to sign books during the visit, adding a personal touch to each purchase.