

Selling Books at Live Events (Without Hating Yourself or Needing a Shower)

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Square link: <https://squareup.com/i/AECLIPSEPR>

Cart link: <https://amzn.to/3PeRWeM>

Pack lists:

- Enthusiasm!
- Enough books! (see guidelines)
- Table (provided?)
- Tablecloth (any provided skirting is usually sad; use color branding)
- Chair (provided? Bring a better one?)
- Signage (look professional!)
- Book stands
- Cards or bookmarks
- Business license
- Sharpies/pens for signing
- Water for hydrating
- Cash bag AND card reader
- Anti-fatigue mat for standing and pillow for chair
- Cooler and snacks (hangry doesn't sell well)
- Paper bags for people who buy complete sets
- Banners (tabletop and backdrop) and stands
- Folding cart
- Table décor and book stands, risers, book rack
- Sticky notes for pickup, signing tricky names, etc.
- Special signing pens
- Backup battery for phone or card reader
- Battery and fan, canopy for outdoor events
- Folding shelf for extra storage and pickup service

Costs To Calculate

- Table fee (\$25-380)
- Banners and signage
- Décor for table
- Bags for books
 - I give bags only with sets
 - I sell bags for people who just want a bag for the fair
- Cards to hand out
- Ebook/audio cards
- Swag? (pins, bookmarks, etc.)
- Books
- Shipping (books to you)
- Transportation
- Lodging?
- Food & drink
 - I take supplies!
- Prize or donation expected?
- Pay sales tax as necessary
 - Varies by city, state
 - Easiest to collect automatically