

5 Tips for Filling Out Publisher Event Grids

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Event grids can feel endless and overwhelming sometimes, but they are the best way to get your store in front of the publishers and the people who are sending the authors out on tour. Each publisher does grids a little differently and it takes time to learn how to do each one, but here are a few tips for making your proposals catch the eyes of the tired, overworked people who are going over them.

1. **Organize before you get too deep:** If the grids are tagged accordingly, you can filter by the author's state or story location (and if your grids aren't tagged that way, it never hurts to ask your reps! Most are receptive to that kind of request). Doing this helps you see the authors who might be from your state or town, making travel planning for the publicist easier.
2. **Show who you are:** Tell them why your store is a great fit for this author/book/event - do you have a huge horror book club that will turn out to the event? Does one of your booksellers handsell this author more than any other? Does the theme restaurant down the street perfectly match the book's theme for a fun launch party? Showing who you are makes you stand out.
3. **Be Clear, concise, and to the point:** These folks are reading a lot of proposals at once. Make sure yours is complete and that you don't forget the important details so they don't have to wonder how many books you think you can sell, where you'd be hosting the event, and what type of program you are suggesting. They don't have time to chase down the basics.
4. **Get creative!:** Event spaces or programs that are unique are fun for authors to do and for publicists to book. If there is a book about trivia coming out, maybe you can host a trivia night with the author as host. That adds value to your proposal and makes a fun event for authors and guests.
5. **It never hurts to ask:** You may not think you'll ever get an author or that an ask is too much of a long shot. Give it a try! Sometimes a passionate proposal works, and sometimes it just works out that the author is traveling by your town and can come by - you never know, and the worst that can happen is that you don't get the event - but maybe they'll think of you again later.