

## **Event Offerings at The Twig Book Shop**

### **Sit & Sign:**

Sit and signs take place during the Farmers Market on Saturdays and Sundays from 11am to 1pm. We provide a 6ft table, tablecloth and an acrylic stand to display one copy of your book. According to Pearl policy, all sales **MUST** go through the store. We keep the rest of the books behind the counter and after purchase the buyer brings the book to the author to sign.

You may bring decor and signs to display, as well as **FREE** giveaways to promote your book. These are not necessary, but if you'd like to, you can.

Depending on the publisher, the author may provide the books on a consignment basis, or we can purchase the books from the publisher. Generally speaking, authors who self publish bring their own books.

The Twig will provide some marketing support, however event attendance is highest when authors do a lot to promote the event themselves. See below for details.

Plan to arrive at least 30 minutes early to allow for parking challenges. Free parking is available behind Best Quality Daughter, a restaurant on Avenue A.

### **Reading:**

This setting tends to be a bit more formal and includes a reading, Q&A, and signing. Ten to fifteen chairs are set up in rows indoors. We provide a stool or chair and a music-stand podium for authors to use. A microphone is available, but it's rarely used.

Readings are most successful when authors have a significant local fanbase or following and do a lot to promote the event with their audience. The Twig will provide some marketing support, however event attendance is highest when authors do a lot to promote the event themselves. See below for details. Attendance typically ranges from 0 to 25, and in the case of nationally known authors, around 35.

Readings are held on weekdays from 5pm to 7pm

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publish bring their own books.

Free parking is located behind Best Quality Daughter, a restaurant on Avenue A.

### **Things to Know and Do After Your Event Has Been Scheduled:**

1. The author or his or her representatives are the primary marketer/s. Sending personal invitations to friends, family, and colleagues is a good strategy. Reaching out to local communities or organizations who might be interested in the book is also a good idea. Also, it's wise to take full advantage of your social media platforms.
2. As soon as possible, send a brief bio and photo of the author, as well as an image of the book cover and summary or blurb of the book to [events.thetwig@yahoo.com](mailto:events.thetwig@yahoo.com). All or part of these will be posted on the event page on our website and shared via our social media. We reserve the right to edit for length and clarity.
3. As soon as possible, text social media handles as well as the author's web address to 210-364-9862.
4. Except for self-published authors, the author and book information will be sent to the Express-News where the event will be announced in their Book Marks section. It will also be sent to the San Antonio Current weekly magazine and to our Pearl property marketing organization who helps get information out on their website and newsletter. We are sponsors of NPR/TPR; they also announce our events. In some cases, a Facebook event will also be created and shared.