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## Events

We are in the process of planning a yearly local author event with spots for 10 authors. We have found that there is more attendance at multi-author events than an event for an individual author. On the rare occasion, we will consider doing a book signing for authors whose book is selling well at our bookstore. For more information and to apply for the local author event, please email [events@waucomabookstore.com](mailto:events@waucomabookstore.com)

## Tips for Marketing Your Book

First of all, congratulations! We know what an enormous amount of dedication writing a book can take! Whether your book winds up on the shelves of Waucoma Bookstore, or not, please know that we appreciate the effort, care and creativity that has brought you this far. Now for the hard part - getting it sold: Here are just a few things to consider when thinking about marketing your book in our store - remember, we want all of your hard work to be rewarding, both for us and for you.

**Quality** (and by this we don't mean the fluency of your prose and the intelligence of your thinking).

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In order to sell, your book should be priced at or below the cost of other books of its size and sort. It's easy to see how your book compares by browsing your local bookstore. When you negotiate for the production of your book, be sure to take that into account, as well as the fact that you will have to pay at least the industry standard discount to stores who stock your book, and substantial sums for marketing so that readers can know your book is available. Do your math ahead of time so that you aren't disappointed later!

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  - Grammar Girl's Quick & Dirty Tips for Better Writing, by Mignon Fogarty
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  - On Writing: A Memoir of the Craft, by Stephen King
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