**BOOKSTORE PRESS KIT**

**RECOMMENDED CONTENTS**

A presentation folder with inside pockets will work well. On the front of your folder, present your store’s name or logo printed on a printed label.

* **Cover Letter** **on Store Letterhead** – If you’re presenting your press kit to request an author appearance, make your pitch by answering this question: *“Why should so-and-so come to our store for an event?”* (The answer should include how you’ll promote the event and the expected number of books you’ll sell.)
* **Store Overview** – Store’s name and address, website, phone number and email address for your marketing contact. Also include distances from major cities and closest airports, proximity to other indie bookstores with active event marketing, details about your community’s demographics and your store’s strongest categories or topics (one page or less). Add store photos to dress up this single page snapshot of your store.
* **Event Marketing** - present a detailed promotion plan for everything you do to promote your events (social media, email, direct mail, community calendar listing, radio/cable tv/print ads, etc.). Note the number of your followers on social media.
* **Calendar of Events** – regularly scheduled activities and events (e.g. Storytime, Book Groups, News of the Day Discussion Group, etc.)
* **Event Logistics** – Let them know your venue options, capacity, and organizations and institutions that work with you to sponsor events
* **Ra****te Card** – specifies promotional opportunities within the store
* **Publicity** – include one or two articles from media coverage
* **Event Photos —** one page showing a variety of well-attended events to leave them with the understanding that you’ll do a good job to get a good crowd and sell books!