

How To Sell Your Books In Bulk



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How could selling your books in bulk help **YOU** make a bigger impact with your message and book?

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What we'll cover

- Double your book signing sales with BOGOs
- Use holidays and observances to promote and sell your books
- How to find sponsors to support your book projects, events and buy your books in bulk

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Increase your sales at book signings with BOGOs

- Doing short presentation, book Q and A or meet the author helps increase sales
- BOGO (buy one gift one)
- Consider aligning with a charity as the book donation recipient
- Invite people to purchase 2 books (BOGO)



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Observances and Holidays

- Observance calendars such as <https://nationaltoday.com/national-day-calendar/>
- Use these observances that relate to your book as a marketing, media and sales angle

NATIONAL TODAY				
TUE MAY 7	National Teacher Day	Special Interest	Careers	U.S.
TUE MAY 7	National Tourism Day	Special Interest	Activities	U.S.
WED MAY 8	National Have a Coke Day	Special Interest	Brand	U.S.
WED MAY 8	National Receptionists Day	Special Interest	Careers	U.S.
THU MAY 9	National Moscato Day	Food & Beverage	Drinking	U.S.

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Sponsorship

- Is the result of collaborating or partnership
- You help the sponsor while the sponsor is helping you
- A marketing relationship... It's NOT a handout, donation, philanthropy or charity. It's a marketing relationship that is mutually beneficial. Sponsorship is a marketing relationship.
- Cash or in-kind or combination

Sponsorship without a relationship is simply a transaction... Relationships, customization and partnering is critical.

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Why would a Sponsor Say YES?

- Your **VALUE**
- Your **AUDIENCE**
- Your **EXPERTISE**
- Your **SOCIAL FOLLOWING**
- Your **CONNECTIONS**
- Your **MEDIA**
- Your unique ways to **INTEGRATE** sponsors/partners



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And...

- Your **BLOG**, Your **PODCAST**, Your **SHOW**
- The **EVENTS** you host, speak at or attend
- Your ability to connect sponsors with their **DESIRED/TARGET AUDIENCE**
- Your **EXTENDED NETWORK**
- Your ability to share their story

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3 places to begin

- Identify **all the assets (value)** you bring to the table.
- Identify **where sponsorship could help** you raise your dream (in-kind and cash) and make a bigger impact in the world
- Start with **close to home and with people you have a relationship with...right now.**

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