**The Benefits of Selling at Local Events**

**Brian Jud**

Selling books at local events such as craft fairs, gift shows and Holiday celebrations can help you make some money as it provides additional benefits. Here are several reasons you might want to attend these events.

* You can sell personally autographed books on a non-returnable basis at full price
* If you sell 50 books, each at $14.95, you will take home about $750 for the day
* You may find the networking beneficial. I know of people who made contacts at local events that led to large-quantity corporate sales and media appearances
* Get increased exposure. Some events expect 5,000 or more attendees
* Display your books with other authors to share the costs and have a fun time
* Regular sales at local events give you a rewarding sense of momentum and activity while working toward long-term, larger sales.
* As appropriate, have event planners buy and use your book as a premium -- an incentive to attend (“The first 500 people to attend get a free copy of … ”)
* Some books (fiction, poetry, memoirs) are not destined for large corporate sales, but can sell well at local events.
* Authors may also participate in the event as a speaker, generating more exposure and sales

There are numerous local festivals, expos, showcases and bazaars that offer authors excellent opportunities to sell books, network and have an enjoyable day or two outdoors. Here is a list of local events in the United States: <http://www.artscraftsshowbusiness.com/> Click on your state to find nearby events and ask some of your local authors to join you there.

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