

# AUTHOR VENDING TIPS by Cassandra Ulrich

Presented at The Village's Virtual Authors Session on November 11, 2023

## Vending Prep

- Check your inventory
  - Make sure there are enough copies of each item for upcoming venues
- Order additional copies at author discounted prices
  - The amount needed should be based on a historical account of how well any particular item sold previously in that venue
  - If this is the first time attending the upcoming venue, gain an understanding from the organizers as to how many will be in attendance then compare to similar venues done before
- Author Merch
  - If selling books, consider adding other items, such as mugs/t-shirts with covers of those books
  - If selling books, consider giving away an item for free, such as bookmarks with covers of those books
- Post upcoming venue on social media
- Create a price list; cash amounts should include sales tax
- Create a log to count books sold with two columns (cash, credit) for each item
- Take a signup sheet
- Create QR codes for payment options (i.e. Venmo, CashApp, Paypal)
- Take a credit/debit card reader; set it up to add sales tax
  - If not yet done, business bank accounts must be set up
- Create checklist of items needed for the venue; see example below:

### Guide:

5 count (3 for small venues) of older books

10 count (less for small venues) of newest releases: \_\_\_\_\_

EVENT: \_\_\_\_\_

- Tent
- Tent Weights
- 6' Table
- 4' Table
- Chair
- Wagon
- Display
- Bag of stuff
- Mugs
- Book 1 \_\_\_\_\_
- Book 2 \_\_\_\_\_

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## Vending Setup

- Arrive early to allow time for taking tables/boxes to assigned spot, parking vehicle in appropriate area, and setting up table
- Stand in front of table to determine whether it's aesthetically appealing
  - For a few items, small individual holders are sufficient
  - For many items, a display that holds a dozen copies is best
- Take pictures and post to social media
- Shake of the stress and smile at everyone who walks by the table
- Take pictures with buyers who are willing to pose
- Tally which item(s) were sold during each sale

## After the Venue

- Type all the sales into a spreadsheet to track earnings, sales tax, and number of sales
- Track total sales made for each item at the venue; which was the best seller?
- Create graphs of total sales of each item over time
- Log mileage to and from the venue for use on Schedule C or other business tax form
- Post best seller and response to venue on social media

## Online Sales

- Author accounts for online stores is a must for self-promotion on social media

## Repeat

- Being an author is more than creating; pay attention to the business side as the fan base grows