AUTHOR TO AUTHOR

The bookstore pitch kit

The emails I use to pitch independent bookstores, with my details swapped for blanks. No store has said yes yet, so the thank-you is the one I haven't sent. Keep each one short. Booksellers are busy.

1. First pitch

Subject: Local [city] author: [book in five words]

Hi [name],

I'm [your name], a [city]-area author. [Title] is [one line on what it is and who it's for].

I'd love to see it on a shelf at [store]. Do you take local authors on consignment? I can drop off [3-5] copies and a one-page sell sheet, and I'm happy to run a short event if that's ever useful.

Sell sheet: [link]

Thanks for keeping [city] reading,
[your name]

2. Follow-up, 7 to 10 days later

Subject: Re: [same subject]

Hi [name], quick bump on this. I know the inbox gets deep. If consignment isn't a fit, I'd also love to come by, say hi, and buy something.

3. Event pitch

Subject: Event idea: [a 30-minute event built on your book]

Hi [name],

I run a [30]-minute event built on my book: [what people do, in one sentence]. People leave with [something they made or learned]. I'd bring [supplies], and the store keeps the book sales.

Would a [weeknight] in [month] work? The run of show is here: [link]

[your name]

4. Thank-you, after a yes

Hi [name], thank you for taking the book! I'll share [store] with my readers. [One specific thing you'll do for them.]

Before you hit send

- Pitch in person if you can, then send the email so they have it in writing.
- Bring the sell sheet. One page: cover, ISBN, price, format, a hand-sell line.
- Offer an event. It gives the store a reason to say yes beyond one more spine on a shelf.
- Track all of it: store, date pitched, follow-up, answer.

My version of the event is the Speed-Listing kit. The kit is free at **books.listsof30.com/assets**.