



## **Your Gift of Gab Workshop for WorldCon 76**

### **20 tips on doing an author book reading**

#### **BEFORE THE EVENT**

1. Set aside appropriate amount of time to prepare (week or weeks)
2. Keep it short. Less is more.
3. Rehearse and mark your script (mark pauses, accents, add commas)
4. READ SLOWLY; so slowly you feel stupid
5. Know your audience (attention span, age range, demographic)
6. Know your brand (clothing, website, business cards)
7. Advertise the event. Social media, personal emails, have definite commitments
8. Have books to sell
9. Record yourself rehearsing. Video/Audio. Asks friends for feedback.

#### **EVENT**

10. Normal to be nervous. Breathe. Eat.
11. Comfortable shoes, clothes
12. Proper lighting. Sitting? Standing
13. Arrive early. Know where you're going in advance.
14. Connect with Audience. Smile. YOU ARE ON.

#### **WHY ARE THEY THERE?**

15. THEY WANT TO KNOW YOU = personalize, humor
16. Give them a taste
17. Don't even have to read; music, audiobook section, slide show.
18. Ask about inspiration; ask practical questions/names of characters? Location?
19. Share something personal and be vulnerable
20. Bribe them to like you: chocolate? Bookmarks? Post cards? Something book related

Extra considerations if you are giving a speech:

Arc

Humor

What's your point

Don't make a sales pitch

Start with a question yourself

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