

Giving a talk

Giving a talk can be a great way to promote your book. Consider your potential readership and who might be interested in learning more about what you have written. Does your book cover any topics that would be of interest to particular groups or organisations? Writers' groups in your area could be interested in hearing from a fellow writer who has achieved what they may still be dreaming about – having a book in print.

Where to give a talk

Libraries can be a good starting point for arranging a talk. They should have information about local groups, such as writing and reading groups. Take a look at the library noticeboard for information on what type of meetings take place in your area. Ask a member of staff if you can advertise your book and/or talk on their noticeboard. Check for any local free-sheets or magazines that have information about what is going on in your community. These could be a source of information on community groups who need guest speakers.

Take along a copy of your book and ask to speak to the head librarian. Show them your book and ask about the possibility of giving a talk at the library, or ask if they can help you find information on other groups and organisations who are looking for speakers.

Questions to ask:

- 1) Are there any local writing groups or book clubs you could approach?
- 2) Could you give a free talk, reading or poetry recital in the library?
- 3) Would the local book club be interested in hearing you talk about your book? You could offer them a discount on your book for purchasing multiple copies.
- 4) Could you put a notice on the library noticeboard?

Other sources of information

Try your local council (visit their website or contact their Arts Officer, if they have one), the local newspaper or parish magazine, independent bookshops, the Citizens Advice Bureau, and the local Town Hall or Civic Centre. When you are out and about in your area keep an eye out for community noticeboards and adverts in the windows of shops and post offices.