

BOOK SIGNING EVENT

The book signing has always been a positive follow-up for the presentation. The students love to own a book signed by the author especially after experiencing the presentation.

Prior to the actual assembly, we will be shipping your school two cases of books that we will have available for the students the day after the assembly. During the program Johnny B. will explain that Sharon and he will return the following day with books for anyone interested. He will show the audience the flier and explain that they need to 'bring this order form home today and show it to your parents.'

The school's assembly coordinator is responsible for printing and distributing the **BOOK SIGNING FORM** which is included in this packet.

The **BOOK SIGNING FORM is to go home the day of the program** not before.

The day after the assembly Sharon and Johnny B. will return to your school at a specified time. In most cases, we can determine the book signing time through E-mail but can easily be determined the day before at the assembly.

Your assembly coordinator only needs to have a table and two chairs available and a method of calling students by class or group. Students line up with Johnny B. who takes their form with payment and hands them their books. Checks are made out to Sharon Bushell. The student then brings the book to Sharon who autographs them and sends the student back to class.

The length of each Book Signing depends, of course, on how many students are interested in having their own copy or copies of Sharon's books. This is another place where the assembly coordinator really helps out. The more familiar the students are with Sharon's characters and stories the more they will want to read.

The book signing should take less than forty-five minutes and has little impact on teacher's schedules.

BOOK SIGNING - DOs and DON'Ts:

Do get the students excited about Sharon's characters and stories. **Don't** wait until the day before the assembly to explain who Bernie Jones is.

Do read the first chapter of *The Trouble With Bernie* to the students before the assembly. **Don't** be afraid to read it dramatically. Sharon will, in most schools, be reading Chapter 2, *The Beehive*.

Do let the students know that they will be given an opportunity to purchase an autographed book. **Don't** forget to have books available for checkout in the library.

Do let the teachers know about the book signing days before the assembly. **Don't** forget to let Sharon and Johnny B. know about the one or two students who just can't afford a book.