



BOOK SELLING TABLE CHECKLIST

After your presentation, plan to have a table where you can sell Square Foot Gardening books — this checklist ensures you won't forget the important details!

- **SFG books** — how many depends upon the size of the expected audience. Typically 30% of audience members purchase a book after a presentation.
 - All New Square Foot Gardening, 3rd Edition
 - Square Foot Gardening Answer Book
 - Square Foot Gardening with Kids
- **A method of taking payment**
 - Square reader (*ensure you are connected to the venue's wi-fi*)
 - Change (*bills in different denominations in a zippered cash bag*)
- Your Certified Instructor business cards in a card holder**
- An email sign up sheet on a clipboard with a pen attached**
- Any other products you are selling as a part of your business**
- Power cords, external smartphone charger, and plugstrips**

Other Items

- _____
- _____
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Pro Tips

- ✓ Set up your book table ahead of time. It makes for a smooth and speedy transition after your presentation.
- ✓ The book selling table is not a place to answer questions. Ask them to email you the question as you hand them a business card with your contact information.
- ✓ Bring a table covering. Have a table covering in case the venue doesn't have one.
- ✓ Print out a book price sign. Put it in a small frame for at-a-glance viewing (include methods of payment while you're at it — "Credit cards and cash accepted!"), and make the price an even number to avoid handling change.
- ✓ Bring bookstands. Create a few neat stacks of books with a vertical bookstand and book on top for easy at-a-glance viewing.
- ✓ Make people feel welcome. Whether they buy a book or not, greet everyone cheerfully.

