

Talk Up Your Book: How to Sell Your Book Through Public Speaking, Interviews, Signings, Festivals, Conferences, and More



A unique and significant guide to selling more books through personal appearances and online interviews, brimming with information and resources as well as tips and ideas from nearly two dozen author-speaker professionals. The most powerful tool in your book promotion toolkit is your personality. The fact is that personality sells books. Readers want a relationship with authors of the books they read. If you aren't a celebrity or a world-known author, it is up to you to create that relationship. Finally, here's a book that tells you how to develop a greater rapport with your readers, and thus **SELL MORE BOOKS** through more effective live presentations, well-attended book signings, successful book festival experiences, and more personalized social media techniques. Learn how to get speaking gigs at conferences and how to land and more expertly handle radio, TV, and Internet interviews. This book will teach you how to:

- Find and create speaking opportunities at appropriate venues
- Handle yourself skillfully in front of an audience
- Eliminate your noodle knees
- Improve your speaking skills
- Improve and protect your speaking voice
- Come up with speech topics for fiction and nonfiction books
- Organize workshops and present them on your own
- Get publicity for your presentations
- Land speaking gigs at conferences
- Form a bond with audience members
- Write a pitch letter and press release
- Create better handouts and use them more effectively
- Develop better communication skills
- Attract more people to your book signings
- Sell more books at book festivals

If you're ready to take your book promotion to the next level, this thorough guide is for you!

Hansen Family Farm
Japanese Black Trifele

We are happy to provide quality fresh fruits, vegetables, Grass-fed and Finished Beef, Naturally & Humanely raised Pork, Pastured Chickens, and Cage Free Eggs to Clackamas County sustainably on our small acreage.

We strive to provide vegetables that grow well in our climate ensuring the best tasting local food available. We prefer to grow old-fashioned and rare varieties of vegetables believing that they are the best to offer but do also grow a very select, few varieties of hybrids, but they are counted on one hand! Much of what we grow, we save the seed of every year and re-offer it to members of the Seed Savers Exchange.

We thank all of you, the “locavores”, food enthusiasts, market goers, and home chefs for making our goal of fresh, local, fruits and veggies sustainably a reality.

Latest News....

Phil and Christie Hansen

2015 is off to a great start! We are looking forward to what this year has to offer!

All our efforts are gearing up to get the growing season started...from ordering/starting/transplanting seeds, planning rotation crops for the fields, cleaning the greenhouses and field equipment, and clearing the fields! There is not a dull day here on the farm!

Planning for garden start varieties is in full swing also. This year we will be offering many of our favorite heirlooms, open-pollinated, and hybrid varieties that we have grown for the past 10+ years as well as many new-to-us varieties. We are diligent to not purchase, offer or grow GMO seeds or food.

Our mix of garden starts includes many different varieties of tomatoes, cucumbers, peppers, ground cherries, pumpkins, melons, flowers and other great things for your garden! Most, if not all, varieties are tried and true for our Pacific Northwest valley climate. Check out the Garden Start page for a printable list of varieties available. Or go directly to a specific list at our Tomato, Pepper, and Other garden start pages.

We grew over 100 heirloom/open-pollinated Pepper varieties and 125+ varieties of heirloom/open-pollinated Tomatoes in 2014! Not counting the numerous other garden necessities like heirloom flowers, cucumbers, summer and winter squash, herbs, and melons amongst other rare and hard to find vegetables! In 2015 we will continue with the tradition we've started and will be planting and growing almost all the varieties that have been started so that even if you don't buy a plant you have a chance to taste a range of different flavors!

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