

**Workbook**



# **BEYOND THE PAGE**

**How to Sell Your Book  
in Person Like a Pro**

**by Kim Olgren**



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Beyond the Page The Author's Field Guide to Selling Books in Person

Name: \_\_\_\_\_

Date: \_\_\_\_\_

*Your story deserves to be shared — not just sold.*

1. Mindset Reset Selling is connection, not pressure.

This section helps you reframe your approach.

Selling feels like \_\_\_\_\_. I want it to feel like \_\_\_\_\_.

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The moment selling could feel easier is when \_\_\_\_\_.

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## 2. Reader Connection Blueprint

Define who your reader is and why your book matters to them.

My ideal reader feels \_\_\_\_\_.

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They struggle with \_\_\_\_\_.

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My book gives them \_\_\_\_\_.

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This book is for readers who \_\_\_\_\_ and want \_\_\_\_\_.

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### 3. Event Strategy

Choose events that maximize your success.

List 3 events you could attend.

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Score each event (1–5) for fit, cost, and potential.

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Best event choice: \_\_\_\_\_

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#### 4. Author Table Design

Design a table that attracts readers instantly.

My table vibe is \_\_\_\_\_.

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Props I will use: \_\_\_\_\_.

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Sketch or describe your setup:

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## 5. The 3-Layer Pitch Method

Hook → Story → Emotional Payoff.

Hook:

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Story:

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Emotional payoff:

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What feels awkward?

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## 6. Conversations That Convert

Turn casual interest into meaningful engagement.

My opening line:

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My discovery question:

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How I'll match my book to readers:

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## 7. Closing the Sale

Confidently invite the purchase.

My closing phrase:

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My bundle/offer idea:

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## 8. After the Event

Reflect and build momentum.

Books sold:

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Emails collected:

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What worked:

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What to improve:

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## 9. 30-Day Momentum Plan

Turn one event into ongoing success.

Week 1 focus:

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Week 2 focus:

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Week 3 focus:

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Week 4 focus:

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Next event date:

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## 10. Your Author Identity

Define how readers experience you.

The author I want to be:

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Readers should feel:

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## **Quick Reference Cheat Sheet**

- 1 Smile and greet warmly
- 2 Ask what they like to read
- 3 Share your hook confidently
- 4 Offer to sign
- 5 Collect emails