

COMICS PRO

# CREATOR SIGNING

TIPS & TRICKS

— C R E A T O R   S I G N I N G

# INTRODUCTION

- Planning the Signing
- Setting Up the Event
- Hosting the Event
- Post Event



# PLANNING

- Deciding on Creators
- Dates and Times
- Reaching Out
- Stocking Up
- CGC
- Advertising



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# DECIDING ON CREATORS

## FINDING CREATORS

- Customers
- Local Con Lists
- Area Stores
- Audience Favorites

## UPCOMING RELEASES

- What is coming out
- Who is going on tour
- Trades and Graphic Novels

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# DATE AND TIME

## KEEP THESE THINGS IN MIND:

- Traffic Flow
- Staffing
- Options for Creators

# REACHING OUT FOR SIGNINGS

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## INITIAL CONTACT

- Email
- Social Media
- Introduction Message

## WHO AND WHAT

Always include your name, your store name, and where you are located on all contact info

## WHAT TO TALK ABOUT

- Propose time and date
- What book are you wanting to focus on
- Who will sell the books
- Do they have an appearance fee
- CGC faciliator
- Signing fees



# REACHING OUT FOR SIGNINGS

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## FOLLOW UP POINTS

- Headshot/Preferred Name
- Collaborator vs Tagged Posts
- Double check the details

## RUN OF SHOW

It's always good to follow up a week in advance with a run of show so that they know the exact details of what will be happening.

## HOW TO RECAP

- Date and Time
- Signature Fees
- Who is bringing stock
- Is there Q&A
- Additional Event details
- Social graphic/Event Flyer
- Contact info
- Do they need anything else that hasn't been addressed

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# STOCKING UP

Make sure you don't have empty shelves during the signing!

- Check release dates
- Give yourself wiggle room
- Talk to your distributor sales rep
- Pros and Cons of who sells stock





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# WITNESSED EVENT

If you and the creator agree to a witnessed event, make sure that you:

- Turn in the event at least 2-3 weeks prior for approval (further out more exposure)
- Have a witness and a witnessing plan in place for the event
- Verify signature fees



# MARKETING THE EVENT

CREATOR SIGNING

## ONLINE MARKETING

Social Media  
Newsletter

Community Boards  
Discord

Event Brite  
Google

## OFFLINE MARKETING

Store Signage  
Subscriber Boxes

Press Releases  
Community Boards

Flyers

# SETTING UP

- Where Do You Put a Creator
- Line Control
- Do You Provide a Handler



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# HOSTING

- Building the Creator's Experience
- Building the Customer's Experience
- Day of Checklist



### WHAT DO YOU NEED?

Ask the creators what they need/want! Favorite drinks, marker preference, snacks, dinner, etc. Treat them like a star!

### MAKE IT SPECIAL!

Make their table special! USE A TABLECLOTH! Create special signage! Get them a little something to remember your store. Give them a discount on what they buy!



# CUSTOMER EXPERIENCES

CREATOR SIGNING

## GET CREATIVE

Make the event a theme party, decorate the store, add a Q&A, host competitions, give them the time with the creators!





# DAY OF CHECKLIST

## WHAT'S GOING TO HAPPEN?

Create a standard checklist that you can adapt for each creator signing (and event). Add your details when the time comes so you can be prepared and ensure everyone is on the same page!





## CREATOR INFO

What time are they arriving? Where will they park? Do they have your number? Who is paying appearance fee and when?

## TABLE SET UP



Table, Chairs, Sharpies, Comics, Waters, Snacks, Forms for witnessing, Tablecloth, etc.



## STAFFING

Has the staff rep gone to lunch and is ready to host, do they have q&a questions, is the witness prepared, can everyone speak to the event? Etc.



## **CASH WRAP**

Do you have change? Does the cashier know about any deals or special circumstances?

## **SOCIAL MEDIA**



Have you posted a reminder? Is someone going live? Who will be taking pictures and videos of the event?



## **COMICS**

Where is the stock? Who is selling it? Is it all pulled out and ready to go?  
How does it impact line flow?

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# POST EVENT

- Thank you Note
- Social Media
- Event Wrap Up





## THANK YOUS

Send an email or message to the creator saying thank you! Make sure to do a social media post celebrating the event.



## POST EVENT EVAL

Every event you do you should do a post event evaluation where you look at what worked and what didn't to prepare for the future.



# THANK YOU