Women’s Fiction Day – Member Toolkit

June 8, 2022

**Overview**

Welcome to Women’s Fiction Day 2022! We’re so excited to have you join us for this annual day to celebrate Women’s Fiction writers and readers. This is a day to support each other, to thank our readers and raise awareness of our genre. According to K-Lytics, Literary Fiction: Women’s Fiction consistently ranks in the upper quadrant of Amazon sales for top titles, sales/day of the top titles and competition with more than 219,000 titles. In short, Women’s Fiction is the genre keeping the lights on for many presses.

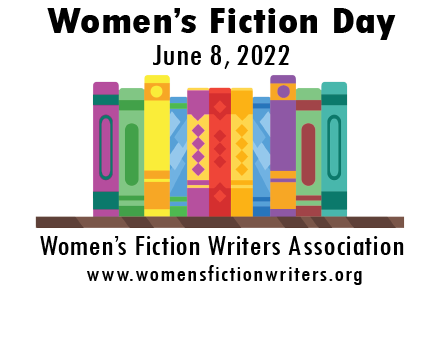
**How to Use the Toolkit**

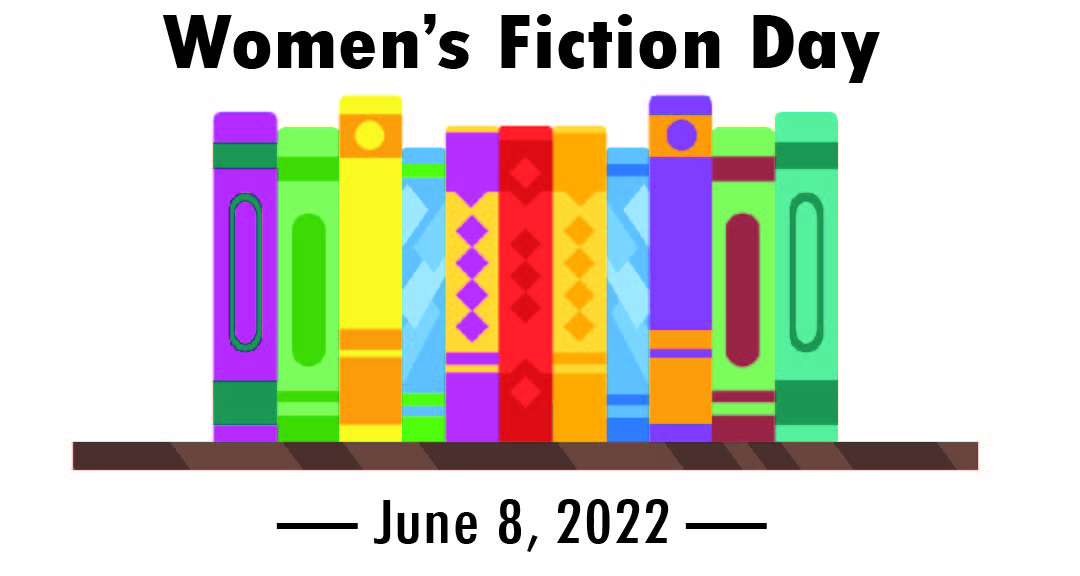
This is intended to serve as a guide for celebrating Women’s Fiction Day. You can celebrate online through social media, or celebrate in person (safely, of course!) at book signing events (more on how to do that below).

And, if you have suggestions for Women’s Fiction Day activities, we’d love to hear them! Email us at communications@womensfictionwriters.org.

**Logo**

PNG and JPEG files below

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**Suggested Social Posts & Hashtags**

Social posts

Love books about an emotional journey? Then check out #womensfiction! This genre is broad with everything from love stories to family sagas. You’re sure to find a book you’ll love!

Happy #WomensFictionDay! Did you know this genre of books routinely tops best sellers lists? Check out some of our awesome members and their books!

Hashtags

#womensfictionday2022

#womensfictionwriters

#womensfictionwritersassociation

#womensupportingwomen

#womensfictionbooks

#womensfiction

#womensfictionrocks

**Press Release**

**Women’s Fiction Writers Association Celebrates 4th Annual Women’s Fiction Day on June 8**

***Day Promotes Authors and Genre that Consistently Tops Bookseller Charts***

INSERT DATELINE – The Women’s Fiction Writers Association (WFWA), a non-profit association dedicated to supporting authors of women’s fiction, will hold its 4th annual Women’s Fiction Day on June 8, 2022.

Women’s Fiction Day celebrates women’s fiction authors, novels, publishers, book sellers, and most importantly, readers who appreciate women’s fiction and the power of a great story. This year for Women’s Fiction Day, members across the country will hold book signings to engage and connect with readers.

“Authors love connecting with readers, and the last couple of years have been difficult all around,” said WFWA President Jacki Kelly. “Seeing a glimmer of hope on the horizon, this year we’re working with our members to celebrate Women’s Fiction Day both in person and online.”

WFWA is working with its 1,800 members across the country and internationally to hold a day of book events both online and in person on June 8.

**What Is Women's Fiction?**

Women's fiction is a writing genre that includes layered stories in which the plot is driven by the main character’s emotional journey. The stories can be contemporary or historical, and may have magical, mystery, thriller, romance, or other elements.

**Ways to Celebrate Women’s Fiction Day**

· Visit www.womensfictionwriters.org and search the list of authors offering free books and giveaways.

· Attend one of the many book signings held across the country on June 8.

· Visit www.womensfictionwriters.org and subscribe to the free [Read ON! Newsletter](https://www.womensfictionwriters.org/read-on--archives) where we’ll keep you up-to-date on new women’s fiction authors and titles.

· Visit the WFWA [Goodreads bookshelf](https://www.goodreads.com/review/list/55169805) and [Pinterest boards](https://www.pinterest.com/WF_Writers/) to find hundreds of titles.

· Download the [Hear Us Roar](https://www.google.com/search?client=safari&rls=en&q=hear+us+roar+podcast&ie=UTF-8&oe=UTF-8) debut authors podcast

· Visit your local library and/or indie bookstore to discover new authors and novels.

· Follow WFWA on Twitter @WF\_Writers or Instagram womensfictionwriters.

· On social media, #bookstagram your favorite book and include a photo or stack with #womensfictionday.

**About The Women’s Fiction Writers Association (WFWA)**

The Women's Fiction Writers Association (WFWA) was founded in 2013 as a professional, non-profit organization for women’s fiction writers and publishing professionals. With more than Eighteen-hundred international members and growing, WFWA is the premier organization for Women's Fiction. WFWA fosters an online community of inclusion and opportunity, and provides resources, professional development, networking, and support for aspiring, debut, and published women’s fiction authors. Learn more at www.womensfictionwriters.org. Twitter: @WF\_Writers Instagram: womensfictionwriters.

**Host a book signing**

If you’re a published author, a great way to support Women’s Fiction Day is by hosting a book signing in your community. Below are tips for hosting a book signing.

(Are you a pre-published author? Awesome! There are some great tips below on organizing local events as well.)

Where to host one:

* Bookstores are a natural fit. In addition to the large chain bookstores, look for indie bookstores. They are always willing to host local authors.
* Libraries are also a natural fit, and like indie bookstores, they are also eager to support local authors.
* Coffee/Tea Shops, because a warm beverage is the perfect companion to a great book. And, like bookstores, local coffee or tea shops are always eager to support the community.
* Wine bars or shops are also great places to have a book signing (because there’s nothing better than settling in with a great book and a glass of wine!).
* Consider arts centers as well (they might even want to stock copies of your books afterwards).

How to ask for a book signing:

* It can be a bit daunting to ask a business to host you for a book signing. Here’s a few tips to make it less scary:
* First off, be humble when you ask. Chances are a business has never hosted a book signing and they may think it’s a huge to-do. Many places are still rebuilding staff, so understand that a request may feel overwhelming to them.
* That said, come armed with how it will work. Authors can be pretty self-contained. You bring your own books, change, credit card reader, etc. All you might need is a table for set-up.
* Tell them you’ll promote to help drive traffic to their business. Done right, this can be a win-win for you and the business.
* Offer to pay a commission. A typical book commission is 10-20% and this can be as simple as tallying at the end of the day.
* A typical book signing runs 2-3 hours. Ask the business for their rush hours, but don’t overlap entirely. For example, if their rush is from 3-6, consider having your book signing from 2-4.

The More the Merrier:

You don’t have to go it alone. Invite other local WFWA members to join you. Adding other authors only increases the marketing of the signing, plus it’s much more fun to support each other. [Find your fellow WFWA members here](https://wfwa.memberclicks.net/member-directorys).

Book Signing Survival Kit:

Got your location and some WFWA members booked? Awesome! Here’s a checklist of things you might want to have with you:

* Books (silly, but it’s always good to check to make sure you’re stocked well in advance of the signing)
* Bookmarks
* Change and a credit card reader
* Newsletter sign-up list
* Pens
* Your book’s loglines

Suggested Timeline

Early May:

Reach out to fellow WFWA members in your area

Scout and book signing location

Mid-May:

Announce the book signing to your readers, friends and through your social media channels

Share the news of your upcoming signing with local media

Mid-May through early June:

Promote, promote, promote!

June 8:

Happy Women’s Fiction Day! Be sure and take lots of photos at your book signing and share on social media using our designated hashtags

Pre-published authors:

Women’s Fiction Day is about celebrating all Women’s Fiction authors, no matter where they are on their journey. Here’s a few ways you can connect with Women’s Fiction authors in your community and celebrate.

* Organize a write-in or a critique group
* Invite an expert to speak with a group of local Women’s Fiction authors
* Connect and have coffee, because there is nothing better than spending time with our community