



MIKE MULLIN

PREPARING FOR MIKE'S ON-SITE VISIT

General Preparations

Thank you for inviting Mike to visit your community. He looks forward to meeting everyone involved with your event. Here are some general guidelines to prepare for Mike's visit. If you have questions, please contact Mike at mike@mikemullinauthor.com.

- Please provide a table for props and a power source.
- If the presentation will be in a large auditorium, gym or room, please provide a lavalier style microphone.
- Please provide a projection system. Mike will bring his laptop as well as a USB drive loaded with his PowerPoint presentation.
- For the Writing Funshop, the following items will be needed: lots of paper and at least two writing implements per participant; 5-30 random unusual objects; a large area for Mike to write on that all the participants can see (i.e. chart paper and easel, chalkboard, whiteboard) along with writing implements to write on that area (i.e. markers, chalk, whiteboard markers).
- Please schedule additional time for Mike to sign books. He loves to interact with readers. You may wish to have copies of Mike's book available in advance for purchase. Contact your local bookstore for details. If you need other options, please contact Mike at mike@mikemullinauthor.com or Terri at terri@mikemullinauthor.com.
- If Mike is doing more than one presentation in your area, please allow time for meals, breaks, setup and breakdown as well as travel time.

How to Promote Mike's Visit

Here's are suggestions on how to promote Mike's visit to your community. Please visit his website, mikemullinauthor.com, for promotional flyers and more ideas.

- **Contact your local newspapers and radio stations.** Mike is available for interviews with the media prior to the event. Please contact Mike at mike@mikemullinauthor.com to schedule an interview.
- **Create a display of Mike's books at your local library or bookstore.** You may also wish to order books in advance for people to purchase and bring with them to the event for Mike to sign.
- **Put up flyers.** Mike has templates on his website, mikemullinauthor.com. Or grab the available graphics from his site and create your own.
- **Add the event on your website** (the main page works best), You can also create an event on Facebook and invite your friends and family.
- **Talk to people!** Word of mouth is amazing. Spread the word in person or on social media. Mention it multiple times so people don't forget.

Thank you again for inviting Mike to visit. If you have any questions about preparing for his visit or about promoting Mike's visit. Please contact Mike at mike@mikemullinauthor.com.

