

## Beast Claws Protocol

### Dos:

1. Always be **polite. Smile** and ask sweetly. If not interested, smile and walk away.
2. Always ask before leaving anything at a Library, bookstore, or coffee shop.
3. Try to talk to the assistant manager or person in charge of the Sci-Fi/ Fantasy department about leaving bookmarks and fliers.
4. Maybe leave a Jane Yellowrock business card and have them contact Faith with any questions.
5. Most Libraries will keep the bookmarks and fliers at the desk to give out when people are looking for similar authors to the ones they have already read.

### Don'ts:

1. Never Assume.
2. Don't go into a book store and turn face out Faith's books. Publishing companies pay for this privilege.
3. Don't move her books to the end caps. Companies pay for this space.
4. Don't leave fliers or bookmarks in books without asking permission.

### Beast Claws Talking Points for libraries and book stores:

- **Similar Authors** – If you like Kalayna Price, Ilona Andrews, Patricia Briggs, Sherrilyn Kenyon, early Anita Blake by LKH, etc – you would probably like Faith Hunter.
- **New Orleans** – Most of the books are set in New Orleans. Spark an interest from that standpoint.
- **Native Americans** – Lots of people want to read about Native Americans and their mysticism.
- **Strong Female Character** – role model for women as being able to take care of themselves. Strong heroine always gets my attention.
- **Southern Fiction** – Both writer and character are from the South.

Possible words to initiate a conversation with a book store clerk:

Hi I'm Sally (or John) Doe, and I am a huge fan of Faith Hunter's Jane Yellowrock series. I am a member of her fan club, the Beast Claws, and I was wondering if I could talk to the buyer for the fantasy and urban fantasy books. I have some giveaways for them.

It's you? Hi! It's so good to meet you! Have you read the series? ...

You are now ready to have a conversation about the things you like best about the books and the series. And during the conversation, you can ask about placing swag or getting the clerk to give away swag. For libraries it's the same.