

# Owning a Bookstore

*What you need to succeed in retail management*

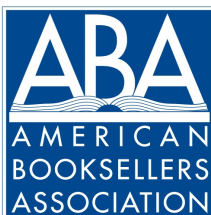
*"I simply cannot end this day without sending you a brief note of thanks for the fantastic experience that I had this week at our workshop / boot camp. I learned so much and had a great time in the process. You provide all of us with such a wealth of information and practical tools."*

– Margi Watters

*"[the workshop] was a life changer ... I would not be doing this if I hadn't gone to the workshop. It really taught me what I needed to know. It makes you understand and appreciate just how many moving parts there are in a business like this."*

– Erika VanDam,  
RoscoeBooks

Sponsored by



If owning a bookstore has been your dream, you have the opportunity to acquire the knowledge and inspiration you'll need from the best in the business.

Learn from  
industry  
insiders

Prepare for success by learning the business essentials of your new venture: the art and science of retail management. In this one-of-a-kind two part training program, you'll receive detailed information about the book industry and retailing — a combination you will not find anywhere else.

You'll train with experienced book industry professionals and learn the best practices that are helping independent booksellers succeed in today's world ...

## **Part 1: Online Training** **Anytime, anywhere** *Creating Foundations* *for Success*

- Launching your business venture — investments, returns, timeline
- Creating social & financial profits — understanding bookstore financial dynamics
- Assessing your community's ability to support an indie bookstore & picking the best location
- What customers want — demographics, psychographics & trends
- Ways successful booksellers compete in today's market & economy

## **Part 2: Workshop Retreat** **March 28-31, 2017** **Ready, Set, Open** **for Business!**

- Presenting a special sense of place — store design, lighting & merchandising
- Maximizing gross margins — strategies for buying and managing inventory
- Gaining efficiencies through a bookstore computer management system
- Marketing for "mind share" and market share
- Staffing and training for exceptional customer care
- Meeting key book industry contacts for your support network

Our guarantee — your time will be informative, educational, stimulating, fun ... and worthwhile.

Register today and turn your dream of owning a bookstore into reality.

*Paz & Associates*  
THE BOOKSTORE TRAINING GROUP

# Part 1 — Creating Foundations for Success

If you've had a dream of owning a bookstore and it just won't let go, you may be wondering how you can get the answers to your questions so you can develop an informed and thorough business plan.

To even assess the feasibility of a bookstore, you'll need to consider your personal financial expectations, the strength of your market, the bookstore industry standards for projecting financial performance, and whether you'll be able to successfully fund your start-up.

You have the flexibility to move at your own pace through the segments of this online training program. Repeat segments as you wish. Segments vary in length, but all are under one hour, so you can take in a segment during your lunch period or after work in the comfort of your home.

To facilitate your learning and help you develop your business plan, you'll also receive:

- ▶ Hand-outs
- ▶ Book industry research
- ▶ Links to valuable resources
- ▶ Exercises & case study
- ▶ Spreadsheets for opening costs, financial projections, and a timeline for planning and tracking your opening tasks

If you want to treat your bookstore as a business, make sure you get the training you need. Start with the foundations for success that you need to understand ... and address ... in your business plan.



- Introduction & Skills Needed for Managing a Bookstore
- Trends - Reading & the Book Industry
- Bringing Your Mission & Vision to Life
- Creating Your Competitive Advantages
- Start-up Investment Guidelines
- Estimating Sales & Earnings Potential
- Opening Timeline
- How to Make Money in Bookselling — The Financial Dynamics of *Book* Retail
- Your Banking Relationship (including Small Business Administration loans)
- Crowdfunding
- Location — Assessing the Strength & Potential of Your Market & Location
- Lease Negotiation
- Summary & Next Steps

**Study online, then join us  
in person for Part 2 —  
Ready, Set, Open for  
Business!**

*Note: Neither ABA nor Paz & Associates accepts any compensation from vendors invited to participate in training. They are selected to bring their expertise for the sole purpose of enhancing your learning experience.*

## Part 2 — Ready, Set, Open for Business!

Workshop  
Retreat

After completing Part 1 online and polishing your business plan, you've decided to move forward with plans to own a bookstore.

Now, it's time to get busy designing the store, selecting fixtures, learning how to create and use a planogram, developing your opening inventory, setting up your computer system, hiring and training staff, and setting up operations!

Past trainees have said, "This is no workshop retreat, it's bookstore boot camp!"

OK, you'll work hard, but you'll learn lots, meet people in the book business and get a good understanding of what it is you do when you own and manage a retail bookstore.

Best of all, you'll be learning with the other newest bookstore owners and will leave the workshop with a network of new friends and colleagues.

If you want to learn the business of bookselling, join us for this tailored program.

### Workshop Agenda

#### **Tuesday, March 28 — 3:30 pm to 9 pm**

- Aligning Your Mission, Vision & Financial Goals
- Developing & Strengthening Your Competitive Advantages
- Image Matters!

*Dinner included*

#### **Wednesday, March 29 — 8:30 am to 5:30 pm**

- Creating a Wonderful Sense of Place — Design strategies for traffic patterns, focal points, fixtures and furniture, and lighting
- Planograms — What they are and how to revisit them again and again as you learn about your marketplace and what sells
- *Bookstore Merchandising Made Easy* training video
- Book Wholesaler Services — Meet the nation's largest book wholesalers and learn about why they're invaluable to retailers
- Indie Retailer Field Trip — Visit all indie retailers with various creative expressions

*Lunch included Wednesday through Friday*

#### **Thursday, March 30 — 8:30 am to 5:30 pm**

- Computerizing for Productivity & Profitability
- Buying for Love & Profit — Improving sales and profits with your fabulously managed selection
- Operating Efficiencies — Strategies and priorities for managing the business

#### **Friday, March 31 — 8:30 am to 4 pm**

- Partners in Promotion — How to get and use publisher co-op funds
- Marketing Your Competitive Advantages — Marketing plans, logos, loyalty programs, events, public relations and outreach marketing keep the cash register humming
- Staffing & Training for exceptional customer care
- Your Next Steps
- Presentation of Certificates

There will be time throughout the week for one-to-one meetings with our trainers to work with you on your specific needs and concerns. Please bring photos, drawings, and materials you might wish to share.

# Register Now for Bookstore Training

## Comprehensive Training, \$1,395

### ***Online training & workshop retreat***

Includes one copy of *Owning a Bookstore: The Essential Planning Guide* (or credit for your prior purchase).

**ABA Members save \$200. Please call to register.**

*Registration is limited for the workshop retreat, so please respond early to reserve space.*

## Online Training Only, \$495

### ***Foundations for Success***

### **Who should participate:**

- anyone interested in owning a bookstore
- all who have purchased or are in the process of buying an existing bookstore
- anyone interested in investing in a retail bookstore
- partners, spouses, bookstore managers and supervisors — anyone who will assist a bookstore operation in any leadership capacity

Your Name \_\_\_\_\_ Store Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

\_\_\_ Visa \_\_\_ Discover \_\_\_ Mastercard \_\_\_ American Express \_\_\_ Check enclosed

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name on Card \_\_\_\_\_ 3-digit Signature Code \_\_\_\_\_

Your Signature \_\_\_\_\_

Billing Address (if different than above) \_\_\_\_\_

**Secure registration online at [PazBookBiz.com](http://PazBookBiz.com)  
or by fax to (904) 261-6742.**

*Paz & Associates*  
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