

indie bookstore entrepreneur

IDEAS, INSPIRATION, BEST PRACTICES

summer 2013

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Pay & Associates
THE BOOKSTORE TRAINING GROUP

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Deciding to Own a Bookstore

for those thinking about buying or opening a store
Aug 15-16, Northville, MI

Managing for Love & Profit

for new owners & managers
September 9-12
Amelia Island, FL

SIBA Workshop What a Great Bookstore!

September 20
New Orleans, LA

NAIBA Keynote Address
What a Great Bookstore!
October 1, Somerset, NJ

During BEA while we were in the Chronicle booth, we noticed a forthcoming book, *Books As Art*, and were again reminded just how much book people appreciate the smell and feel of a 'real' book. Seems those who projected the demise of the printed book with the introduction of ebooks did not realize the strength of this physical connection.



We'll focus on the passion of bookselling in this issue ... and how you can capitalize on that wonderful sense of place, inspiring customers to visit again and again ... and rave to others about how much they love the bookstore.

**Valued relationships. Great writing.
The "feel good" Third Place.
It's all at the bookstore.**

**how beautiful. how interesting.
art in the bookstore.**

What we know about book lovers is that they also tend to be big supporters of the arts, so why not combine both in the bookstore?

Artists are doing some amazing work with paper and recycled books. Just visit Etsy.com and you'll see. Are there local artists who work in paper that might enjoy having their work sold in your store? How could you use book art to add beauty and interest to your store?

Imagine what a little bit of art will contribute to your special sense of place ...



Here's a sculpted book we found on Etsy.com. Prop this up on top of a bookcase. We also found 'Dream' and other words carved from the pages

PNBA Seminar
**Planning Your Store's
 Next Chapter**
 October 5
 Portland, OR

Learn. Plan. Do.

Quick Links

[Paz Website](#)

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 Workshop](#)**

**[Buy Customer
 Service Video](#)**

**Staff training video
 immediately
 improves store visual
 merchandising**

**Bookstore
 Merchandising
 Made Easy 2.0**



**To preview video,
 click on image below.**



**Put ideas to use to
 inspire the sale:**

*** The most valuable**



of a book.

A book made into a colorful and fun mobile. How creative! Your customers will be enchanted by some of these items ... and marvel at the creativity of their makers.



Origami birds made from comic book pages are colorful and add some whimsy.

Imagine a lamp shade made from the pages of *Alice in Wonderland*. One quick glance at an illustration and you are transported back to the adventure.



Imagine the possibilities in your store ... Whether you purchase art to add to the store's experience or partner with some local artisans to enhance your store's non-book selection, book art will add to the uniqueness of your in-store experience.

in a crazy world, add beauty.

**lasting impressions.
 (happen at the cash wrap)**

When designing (and redesigning) bookstores and public libraries, we pay a lot of attention to this space. It plays a critical role in creating a lasting impression ... it's where we greet and welcome customers, help answer their questions, ring up purchases and chat about books, wrap gifts for the special occasion they're celebrating, thank them, and wish them a good day.

Stand on the customer side of your cash wrap and take a good look at what you see. Are you overwhelming the

**retail real estate: the
"Front of Store"**

* **Tables & focal point displays**

* **Sections throughout the store**

* **Shelf-talkers**

* **Impulse areas like the cash wrap & service areas**

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customer with messages? Is there a mindful selection of merchandise? Can you identify "feel good" words of appreciation?



give customers a clear, pleasant & uncluttered focus.

This home store in Portland, Maine has used the wall behind the cash wrap to add a colorful touch to catch the eye, reinforce the name of the store, and present its mission statement. Uncluttered. Clear. Positive. What a nice opportunity to communicate what you're all about.

use your name & logo.

Here's a hard-working back counter at The Next Chapter in Northville, Michigan. A beautiful presentation is the focal point for customers with shelves, cupboards, and a surface for gift wrapping.



sell discussible book art.

Can you believe that the full text of *The Secret Garden* appears in this "litograph"? At BookExpo this year, young entrepreneur Danny Fein and his brother introduced Litographs, prints, tote bags and more created from the full texts of classic books. Hang a sample (they come in various sizes) behind the cash wrap with a little sign that reads "Plant *The Secret Garden* in your home. Print available for sale"

...

what a fun way to handsell something so unique and special. Visit [Litographs](#) for more.

set a positive tone.

At La Casa Azul Bookshop in East Harlem, New York, this tiny sign is visible while you're waiting to pay for



your purchase.



promote special services.

We're always surprised when we don't see the gift wrap choices on display at the cash wrap. What an opportunity to remind customers of just how easy it is to shop with you. Are newsletters nearby? Bookmarks? Your business cards?

thank them for shopping local!

You can't overdo thanking people for shopping at your store, supporting local businesses, and reminding them of the importance of shifting their shopping to your community. Where are the words of gratitude at your cash wrap ... and with every conversation with customers.



in a high-tech world, promote the value of high-touch.

Ideas, objective feedback and guidance, encouragement (always) and support ... we are here for you for any bookstore project.

Give us a call. Your first consultation is free and our rates are really quite affordable.



Call us at 904.277.2664. We'd love to work with you!

Warm regards,

Donna + Mark

Mark & Donna Paz Kaufman
[The Bookstore Training Group of Paz & Associates](#)

New Section

Need to update your signage?

Create attractive section signs ... not only with your store's colors and type font that complements your logo, but also with alternative section names to catch your customers' eye.

Signs

For just \$395, you'll get up to 30 all new section signs (18" x 4") and up to 150 shelf labels for acrylic sign-holders to help customers navigate within sections. Estimates for additional quantities and/or custom sizes and designs available on request.

Contact mkaufman@pazbookbiz.com

Colorful. Easy. Indie.

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Paz & Associates | 1417 Sadler Rd. #274 | Fernandina Beach | FL | 32034