

# indie bookstore entrepreneur

IDEAS, INSPIRATION, BEST PRACTICES

winter 2014

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### Winter Institute: Introduction to Retail Bookselling

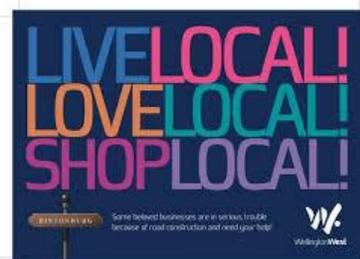
Profit strategies for new owners & managers  
Tues., Jan. 21, 2014

### Owning a Bookstore: Managing for Love & Profit

Intensive workshop retreat for new owners & managers  
May 5-9, 2014  
Amelia Island, FL

*Pay & Associates*  
THE BOOKSTORE TRAINING GROUP

What will 2014 hold for your bookstore business? Resolutions may be too hard to keep, but setting the right intention will yield amazing results.



Daydreaming is valuable for business leaders. It's where the most important ideas surface, when we're open to trying something new and different, when things 'pop' and our awareness is heightened.

Small businesses and independent bookstores have momentum right now. How will you become stronger and better ... and use it to your advantage?

**find a moment to sit in stillness  
and quiet your mind.  
then continue with intention.**

**leveraging "local".  
embrace it in all you do.**



Opportunities exist for us all to remind customers of the value of a locally-owned business; keep the momentum going. In marketing, repetition is essential. The American Booksellers Association has developed a number of graphics to serve this purpose and there are many new ones on the web.

Where can you communicate the message?

- Entrance - Post a graphic on your door or front window
- Throughout the store - Feature small, subtle signs

**Learn. Plan. Do.**

**Quick Links**

[Paz Website](#)

[Register for 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 retail real estate: the "Front of Store"**
- \* **Tables & focal point displays**

- thanking people for shopping local
- Cash wrap - The perfect occasion to post - and speak - words of gratitude
- Register receipts - just enough space for your customized 'thank you for shopping local' message
- Promotions - Make sure the logo and message are there too ... website, e-newsletters, and all your marketing materials
- Announcements at events - When you have a captive audience, ensure that "shop local" is a talking point along with other important things you say before & after the event
- Local/Regional selection & displays - Spotlight a local author of the month with a photo and bio and eye-level shelf or table display
- Host local author events - Group them if there are many, but make sure you're supporting them so they'll support you with praise and their business
- Local experts - Nearly everyone you talk with knows a lot about something, so why not engage locals to write shelf-talker copy, provide a list of favorite books for your section displays, and consider hosting a program on their field of expertise
- Printed supplies - Make sure the message is there when you're ready to reorder bookmarks

**live local ... expand on your most valuable competitive advantage.**

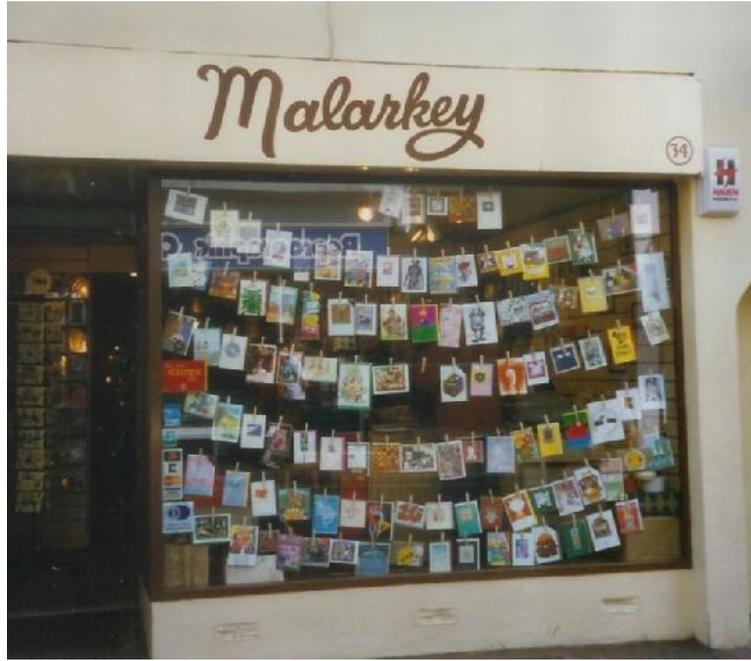
**retail field trip.  
merchandising greeting cards.**

Cards are such a perfect complement to books ... customers love them and we love them too. Cards are the perfect add-on sale that offer a fun element to our selection, are there for customers' convenience, and present an attractive gross margin.

\* Sections throughout the store

\* Shelf-talkers

\* Impulse areas like the cash wrap & service areas



### promote your card selection.

We took this photo quite a few years ago, but the charming shop is still memorable for its quaint window display (cards on a clothesline) and the remarkable selection inside.



### sell when it's the season

Here, Valentine's Day cards are displayed on acrylic shelves in the window (stood upright on top of acrylic cubes). Pretty clever! This is a clear and beautiful reminder to stop and buy your Valentines cards. Seasonal cards can be your most robust inventory turn, so make sure to give them the spotlight for every gift-giving occasion.

### secrets for making it all look good

You may have a collection of some card cases and some

spinner racks, too. When you're carrying a variety of lines on a number of fixtures, it can be tricky to make it all look good. Here's the "card studio" at Chester County Book Company's new location. The Papyrus line is grouped along the wall and a series of spinners are lined up on the right, separating the different "look" lines (smaller lines defined by their unique style).



**to present an attractive selection and maximize card sales...**

- Group most of your fixtures so you make a visual representation of your substantial selection
- Place seasonal cards in a focal point area (along the traffic path, near the cash wrap), but not at the front of the store obstructing the view into and around the store
- Keep fixtures full even if you need to consolidate cards and remove a fixture from time to time
- Organize large areas vertically - cards look messy when a number of lines are mixed without organization; group small lines in vertical sections
- Get select cards out into sections ... cross merchandise a few New Baby cards with your display of books and toys in the children's

department or add a selection of birthday cards for kids on a bookcase end panel



### **cross merchandise greeting cards & boxed notes elsewhere.**

With beautiful graphics and fun messages, cards can be the perfect add-on item, so add a few designs to all your gift-giving displays ... and whenever the theme fits.

### **promote cards like you do books.**

Become the card destination in your community! It can be the easiest strategy for increasing sales and improving gross margins. Remember to promote the new line you just brought in ... and feature a card in a newsletter along with some of those books you've stocked for Valentine's Day, Easter, and Passover.

**cards: words of love,  
words of laughter.**

### **outreach marketing. growing sales.**

What will you do this year to reach beyond your current customer base to grow your business? While marketing to current customers is essential, so is reaching out to people who aren't shopping with you ... but should be.



### **new amazing tools for target marketing.**

This is the state of target marketing in the world of technology ... and it's better than ever before. Now, you can select the postal carrier routes to reach the exact streets and neighborhoods that

make sense for your business. Small businesses have a very smart tool to use ... and it's easy and affordable.

### **go take a look.**

Take a minute and go find your own neighborhood and we promise you'll be impressed. [Click here for the Every Door Direct tool.](#) Under the map, click the Demographics you want to see in the chart. Within seconds, you see the age, income level, and



number of people per household  
... plus how many people you can  
reach in each carrier route and  
what it would cost you to reach  
them.

### **to claim your market, communicate your message.**

There's a reason we get mail from local companies ... it works! So do inserts in local newspapers. And just like grocery stores, bookstores have vendor co-op to help offset the marketing investment. If you're just doing e-newsletters, you're keeping in touch with current customers, but you're not engaging in outreach marketing.

Plan to grow your business this year.

**why aren't they shopping with you?  
stop wondering. go after the business.**

**smart, resourceful, connected.  
leading your staff in a new year.**

We're so fortunate that bright, insightful, educated people love reading and want to work in bookstores. While we know they're not there to earn a fortune, the benefits of working in a bookstore are mostly non-financial ... so it's up to owners and managers to set the stage for a healthy, productive workplace that values each individual and engages the staff as a whole.

### **staff meetings engage, inspire, and improve everyone.**

When you gather staff together, you have the opportunity for everyone to participate in improving the



business ... here are some ways other companies make the most of this time together:

- **Tell stories to inspire excellence** - We're in the business of telling stories, so why not share a few as a way to highlight feedback you've gotten about exceptional service. You'll affirm the things people do and say that make for a positive and memorable customer experience... and set standards for the entire crew.
- **Tell stories to help develop solutions** - How about talking through the "showroom" dilemma?

Together, you'll develop the response that feels right for your store's culture and ensure a consistent response with members of your staff.

- **Share insights to expand book knowledge** - Buyers should talk at every meeting about what's just come in ... and at every meeting there can be a segment where everyone on staff picks a book and gives a one minute plug. You've just created a routine that is fun and helps everyone hand-sell more books.

**you set the tone.  
engage the team and keep things interesting.**

### Here's to a great 2014!

Ideas, objective feedback and guidance, encouragement (always) and support ... we are here for you for any bookstore project. We've begun the new year with a [brand new website](#), with more information about our services and training opportunities.



Have some thoughts about your business you'd like to explore? 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,**

A handwritten signature in black ink that reads "Donna + Mark".

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

## New Section Signs

### 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.

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](mailto:mkaufman@pazbookbiz.com)

**Colorful. Easy. Indie.**

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