

# indie bookstore entrepreneur

IDEAS, INSPIRATION, BEST PRACTICES

autumn 2014

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

April 12-17, 2015  
Amelia Island, FL

Learn. Plan. Do.

## Quick Links

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*Paz & Associates*  
THE BOOKSTORE TRAINING GROUP

"Paper is in revolt!"

I read this lead-in sentence in an airline magazine article recently. It went on to say,

"It [paper] has gradually seized power over time ... it is synonymous with a slow pace, knowledge, the blank page."

The article included a piece about [Cedric Chavelot](#), a young typographer in Brussels, a story of the return of beautiful wallpaper (after its fall from fashion in the '80s), and paper as wall art.

Have you noticed the current window dressing at Apple stores? Paper art!

gadgets may be necessary,  
but paper feels good.



**leveraging "local" ...  
DIY flyer for authors who come calling.**



An author walks into the bookstore ...

This isn't the first line of a joke, as this scenario plays out numerous times during the year. While it would be nice to offer a warm welcome and

learn about their new books, there are a million things on

[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**
- \* **Sections throughout the store**
- \* **Shelf-talkers**
- \* **Impulse areas like the cash wrap & service areas**

your plate and you just don't have the time.

But you don't want to alienate a local ... stir up something negative on Yelp.com ... or miss what could be a good opportunity.

For our local book festivals, we've done workshops for authors to let them know how to approach a bookstore. Afterwards, writers often tell us, "No one ever told us these things!"

[Here's a link to a DIY flyer](#) we've put together based on those writers workshops. Take it, modify it to make it your own ... and make copies on your letterhead so any staff member can share it with authors who come calling.

**tell authors how to be a partner in promotion.**

**growing your customer base enhancing the bookstore business model.**

Book discussion groups have long been part of the events schedule for most bookstores, yet the most common book groups are often still based on fiction and genre fiction interests.

At [Doylestown Bookshop](#) in Doylestown, PA, owner Glenda Childs has added another book discussion group based on a common interest and need for mutual support and networking... women in business.



Glenda held the first gathering this June and chose [The Confidence Code](#) by Katty Kay and Claire Shipman for discussion. The facilitator for this event was a female executive of a local bank. Book group starts right after the work day at 5:30 pm so women can stop by on their way home.

How is this **really savvy marketing?**

- the store is filling a real need of women - to feel connected when they may feel isolated in their work environments

- local female executives and business leaders are chosen to facilitate the discussion and this is included in all promotional materials
- facilitators extend the word-of-mouth marketing and attract new customers to the event and store
- gatherings are held at a convenient time
- smart, resourceful women are now advocates of the bookstore
- educated women buy books ... a lot of them ... for themselves and others

How else can you use this same strategy? Look for groups of people with common interests and needs in your community...

- stay-at-home parents
- new parents
- parents who home-school their children
- military and police officers for solving and critiquing those mysteries (inspired by A.J. Fikry!)
- creators - artists, poets and those who need kindred spirits to keep the creative juices flowing

Call it niche marketing or target marketing ... the key is creating meaningful gatherings that people value.

We are all so much together, but we are all dying of loneliness. - Albert Schweitzer

connect with real needs to expand your reach and grow your business.

### retail field trip ... space-saving, smart seating.

Especially when inventory levels are higher for the upcoming holiday season, you need every bit of floor space!

Here are some affordable, small-scale seating options so you can continue to offer customers a place to rest while they continue shopping...



These colorful ottomans from [Grandinroad](#) offer storage space for display accessories ... allowing you to easily

grab them when merchandising nearby sections.

Even smaller in scale, yet still vibrant with color, is this storage ottoman, also from [Grandinroad](#). These come in a variety of fun colors. Easy to clean and easy to move ... they are perfect for extra bookstore seating, especially for adults during Story Time.



When not in use, tuck ottomans under display tables to get them out of the way. Look under this table for the ottoman that is facing the magazine selection.

Seating needs to be light and easily portable, so wooden frame chairs are also good choices.

Here's a simple painted ladder-back chair from [HomeDecorators](#). You can find wooden frame chairs at flea markets and paint them yourself to match your store's signature colors.



Tuck them under display tables when they're not in use.



Frame tables and chairs are easy to move for events and serve as customer seating in between.

make everyone comfortable  
while using floor space efficiently.

### fabulous finds.

#### TOKYOMILK by Margot Elena



Made in the U.S., you'll find elegant cards and boxed notes, body care products and more ...

TOKYOMILK is a higher-end product, perfect for discriminating customers who are looking for a lovely gift, but something that doesn't sit and collect dust. Here's a focal point display at Sweetwood Books, Jacksonville, Florida's newest indie bookstore.

TOKYOMILK greeting cards are printed on quality paper with elegant, colorful designs and messages. Here's one that reads "Chicks Night Out".



Visit the site for Valentine's Day cards and creative designs for every day occasions.

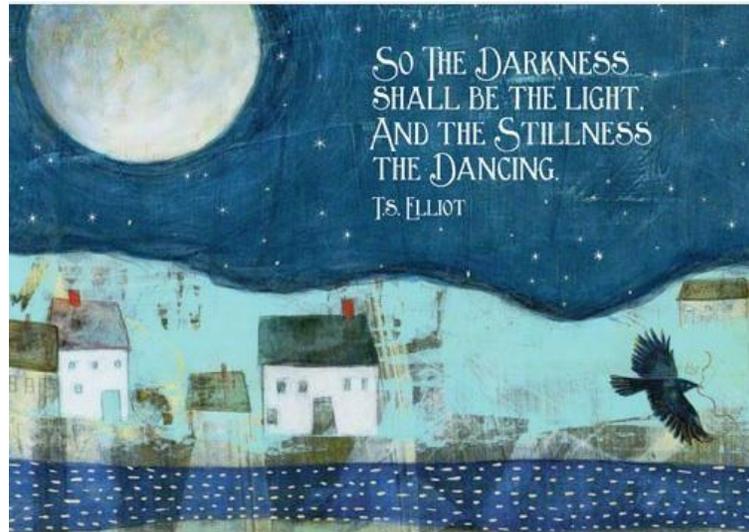
Chicks Night Out.





You'll find beautifully packaged tubes of silky, fragrant hand cream, cans of fragrance cream, bottles of perfume ... perfect for pairing with a Jane Austen novel!

[Sacred Bee](#) greeting cards by Connecticut artist Pamela Zagarenski, author of 2013 Caldecott Honor Book *Sleep Like a Tiger*



You'll discover a small but beautiful line by this talented illustrator of over twenty books for children featuring quotes from writers and philosophers.

[Paper House Productions](#) offers colorful, fun greeting card designs ... a nice alternative to Recycled Paper Greetings.



Customers won't head to the local pharmacy for cards when they know you're "the place" for cards. You'll find

holiday greeting cards (these lovebirds are a new design for Valentine's Day) as well as cards for every day.

"surprise & delight"  
to keep them shopping with you.

### Pass it on!

This free newsletter is available to any bookseller, bookstore vendor, or prospective bookstore owner ... pass along the links!

[Register here to receive this free newsletter.](#)

[Newsletter archives.](#)

Here's to all things "indie"!

Ideas, objective feedback and guidance, encouragement (always) and support ... we are here for you for any bookstore project. Please have a look at our [bookstorer website](#), with more information about 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,

Mark & Donna Paz Kaufman

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

## Store Makeover

Ready to update your store?

Over time, things change! If it's time to refresh, rearrange, focus on what's currently selling, beautifully mix your book and non-book merchandise, promote your fabulous services, call us!

You'll be amazed at the changes that can be made on a small budget!

Plan to refresh your bookstore in 2015!

Contact Donna at [dpaz@pazbookbiz.com](mailto:dpaz@pazbookbiz.com).

Fresh. Lively. Indie.

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