

Part 2 — Bookstore Boot Camp

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

Sunday, Feb. 24 — 3:30 pm to 9 pm

- Introductions
- Mission, Vision & Core Beliefs

Dinner included

Monday, Feb. 25 — 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
- Bookstore Tour — The sales floor and behind the scenes

Lunch included Monday through Wednesday

Tuesday, Feb. 26 — 8:30 am to 5:30 pm

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

Wednesday, Feb. 27 — 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.