



1

Introduction to Retail Bookselling





2

- Opening a general or specialty bookstore
- Buying an existing store
- Investing in a bookstore



3

4

Passion for books, reading & indie bookstores

workshops • training library • consulting

5

Helping people make career transitions into retail management

6

About you ...

A few guidelines...

- Start & stop on time
- Law of two feet
- Limited time for questions
- Remember to breathe

7



You'll learn ...

- Address challenges & opportunities
- Communities that support indie bookstores
- Start-up costs & what you can earn
- Essential details for your business plan
- How to create a sustainable business

8

Learning & Awareness

Johari Window



9



Paul Hawken
Growing A Business

"The most successful business, **your idea** for a business, will grow from something that is **deep within you**, something that can't be stolen by anyone because it is **so uniquely yours** that anyone else who tried to execute your idea would fail."



10



Clarify Your Expectations

- Why do you want a bookstore?
- How much do you need to earn?
- How many hours do you want to work?
- What skills do you bring to the business?

11



Develop your vision

- Identify your strengths / competitive advantages
- Find the opportunities in your marketplace
- Face the threats in your marketplace
- Define your "success"

12



13

Trends

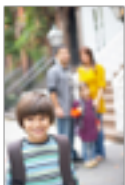
Today's Book Industry



- Unit sales continue modest growth
- Ebook unit sales continue to decline
- Consolidation continues
- Indie publishers & self-published authors soar
- Amazon begins opening stores; Prime edges toward dominance

14

Today's Reader



- Buys, borrows & downloads books
- Buys books everywhere
- Buys new, used, bargain & ebooks
- Has above average education & income
- Makes ____ out of 11 purchases at an indie bookstore

15

Today's Bookseller



- Focus on creating a unique sense of place & in-store experience
- Emphasize "Shop Local"
- Build customer loyalty with things you can't get online
- Cater to the "Reading Lifestyle" with a curated selection

16

Why Some Booksellers Fail

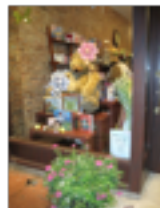
- Underestimate the job
- Open without understanding the financial needs & dynamics
- Lease space that's too costly
- Minimize importance of a competitive marketplace & time needed to ramp up



17

Why Some Booksellers Succeed

- Clarify personal & financial needs first
- Love & care about people and the community
- Create tangible competitive advantages
- Are self-starters & promoters
- Learn before they leap



18
