

The Book Lab – Holiday Catalog

- Order catalogs
- Determine your catalog area in the store
- Order books. I'd start with ones of each. Make sure they aren't already in the store before you order. The Book Award [short list](#) is always in the catalog and often those are already on your shelves. *Holiday Catalog 2016 Title List*: [Click here](#). You will want to carry all of them.
- Decorate your window, and plan to place some of the titles in there. Use the catalogs, the covers, and the "Read. Buy. Give. Books." tagline. Change it every week to a new set of books. Use the book categories in the catalog to help you in creating displays.
- SIBA creates a clickable catalog that will integrate with your website. Put it up as soon as we make it available and create a banner/badge on your home page that links to the catalog. Also promote the link in-store in the window display.
- Social networking – Be thinking about how you want to promote these books as gifts across social platforms. Again, use the categories in the catalog and use the #ReadBuyGive to earn B3 points.
- Catalogs drop Oct. 10. Display the books as they are laid out in the catalog. Use the catalogs in the display. Take several catalogs apart and laminate the full spreads so that you can hang them in order like shelf-talkers with the books from that page on display where that spread is. Use the covers in your display so people know right away these are catalog titles.
- Display the survey, show it to customers. Have a box where you can collect them with a large sign – **Enter to Win a \$500 Shopping Spree!** – You can offer additional prizes in-store but you want to encourage customers to complete the forms and put them in the boxes. You can do weekly drawings from the surveys where customers win a gift certificate to the store for \$5. In addition include a stack of books from the catalog with the sign – *This is what \$500 worth of books looks like*. Change that stack out every week as well. Again, think in categories. If someone comes in with their catalog, don't let them leave without letting them know the survey is in the back and they can enter, no purchase necessary. The deadline to get them to SIBA is Jan. 31, 2017 so you have plenty of time to collect and host drawings.
- Track the sales. Keep up with reorders. Note the books that are selling briskly, and maybe order multiple copies. Include a 45 second gift wrap. You can create a display of open empty gift bags, with tissue, and fill the floor under a table or across the top of bookshelves. They can get the bags they need for the books they buy all in one place, and it would be a great Facebook/Instagram post!
- After the new year, I want your sales data, what you ordered, and what you sold. And I want a cost analysis. How much did it cost you to use the catalog, and how much did you make from sales of catalog titles? Include any advertising you paid for or promotions that cost dollars. I will also want you to send me all of the survey forms once you are finished with them. They must be in the SIBA office by Jan. 31. Someone will win a \$500 shopping spree at an indie bookstore!