

# COMMUNITY CONNECTIONS

Penguin has great ideas to promote your bookstore,  
contribute to your community  
and reach a broader customer base!

We want to help you bring new customers to your store and  
keep the revenue in your community. Offering mini seminars  
and workshops are a great way to do both!

## *It's Simple:*

- ✓ Invite a local professional or craftsman to your store to talk about their area of expertise.
- ✓ Promote your event early to guarantee a sizeable audience.
- ✓ Have the speaker select titles from your shelves appropriate to their topic and create an eye-catching display (be as creative as you like!). Ask them in advance if there is a particular title that they recommend to their clients or customers and have a small stack on hand for purchase.
- ✓ Offer a discount to attendees purchasing at the event

Endless possibilities,  
enormous potential!

## I D E A S

- Invite a local Banker to go over basic or advanced financial information
- An Accountant or Broker can guide you through money management and investing in the current economic climate
- A local Tax Preparer can discuss new laws and how to make sure you're filing correctly
- Your local Car Dealer can guide you through the entire process – from choosing the right vehicle to financing your dream car
- If you have a locally-owned Fitness Center have them come in and talk to kids about exercise and staying fit
- Many hospitals have Nutritionists who will do on-site seminars on healthy changes and lifestyles
- You could group a Contractor, Electrician, and Plumber together to discuss what to look for when hiring someone from their trade to work on your home
- A local Landscaper would love to talk to adults and kids about gardening and lawn-care.
- A local Environmentalist could talk about Earth Day, recycling, and conservation.

You will be promoting your bookstore, highlighting your services to local businesses for corporate bulk purchases, educating the community, furthering your relationship with favorite customers, and gaining the trust of a new customer base.

Your guest speaker will be educating the community while promoting their own business or trade.

Your Penguin sales rep is a great resource with creative ideas – contact them for more information or call Inside Sales at 800-847-5515. Don't forget about the booksellers website – <http://booksellers.penguin.com>

