

Profiting from Trends: Be Innovative, Make Money, and Have Fun!
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What is a trend? It's a general development or change in a situation or in the way that people are behaving.

Tips from Linda-Marie (with a nod to Trendwatching.com): **There are a number of trends that center around your customer's attention-span.** These trends are looking at attention as a kind of cognitive form of currency. **You either save their attention, as in you don't waste their time, or you seize it.** Think about what you're doing with your customer's attention. Are you a stepping stone to an experience (as you are when you special order a book for a customer) or the experience itself (like when you hold author events). You may be both! But don't be neither. Wasting their attention is unforgivable. If you already do these things, think about presenting them to customers in a way they RECOGNIZE as attention-saving or seizing. This is a trend, so commodify it, show you're "on it."

Ways to Save Attention:

- Shelf-Talkers, Excellent Signage, Clean store layout
- Host an E-commerce Site, including wish lists features
- Online Ticketing service like Brown Paper Tickets for author events
- Ship Direct to Home from warehouses
- Curbside delivery & Free Book delivery within a certain distance of store
- Pop Up retail (go to your/new customers)
- Book Subscription clubs
- Book Concierge services (AKA being a great bookseller)
- Livestream events on Facebook & record for podcasts
- Offsite events in neighborhoods/venues around your community (go to your/new customers)

Ways to Seize attention:

- Book subscription services/curating customer home libraries
- Offer classes on how to curate and care for a home library
- Host Bookclubs & Writers Groups
- Offer lively and diverse Author Event Programming, including skyping authors
- Host Literary Karaoke, Teach-Ins, Speed-Dating & Meetups
- Encourage customer journey mapping: offer selfie extenders to customers in your store; create a photo booth area with your logo in the frame, offer to take pics of customers.
- Livestream events on facebook so attendees are seen by their friends.
- Link local with guilt free consumption; Come up with numbers about how you give back, make that part of your business visible. Consider fundraisers & other ways customers can contribute financially.
- Change "Bestsellers" to "Community Reads"--increase your community profile
- Hire and Train booksellers who understand your core philosophy and can explain it to customers

