

## **Trend Tools from Doug Robinson, SIBA Board President and owner of Eagle Eye Books in Decatur, Ga**

### **What is a trend, and why should I be spotting them?**

A trend is the general tendency or direction in which something's going to move, develop or change. It's defined by a shift in mentality or behavior that then influences a significant number of people. Not to be confused with 'fashions' or 'fads' which increase dramatically followed by an almost immediate decline, trends last much longer and have a much greater impact on society.

### **Handy Trend Spotting Tools:**

Nielsen Surveys of Consumers.

Publishers Weekly, Shelf Awareness, Bookselling This Week.

Twitter Search.

Google Alerts.

Google News.

Kickstarter – a great website showcasing the latest products, inventions and trends.

Newspapers, magazines & blogs.

Email Newsletters & Facebook Pages.

Market research, surveys and polls.

Everyday observations and conversations with industry experts, innovators and anyone else on the innovation curve.

### **Tools for collating and bookmarking your findings:**

Evernote – A great tool that lets you assign photos, docs, scans, notes etc. for future reference.

Pinterest – A great content sharing service that allows members to “pin” images, videos and other objects to their pinboard for future reference.

Old fashioned pen & paper, sticky notes & white boards!

### **ABA is noticing these trends in member bookstores:**

1. Stores expanding their square footage; and/or opening second locations
2. Being smarter in managing the hours that employees work, to control payroll costs
3. Being more aggressive in establishing and/or creating b-t-b opportunities
4. Taking maximum advantage of publisher offers
5. Never accepting "no" on school/institutional orders; always go back and negotiate
6. Maximizing every opportunity to emphasize localism
7. Promoting digital audio

