

A Year of Profitability





“Let our advance worrying become
advance thinking and planning.”

—Winston Churchill

AGENDA

Review a quarterly calendar to improve bookstore profitability

WINTER (JANUARY – MARCH)

**January – March
First Quarter**

SPRING (APRIL – JUNE)

**April – June
Second Quarter**

SUMMER (JULY – SEPTEMBER)

**July – September
Third Quarter**

FALL (OCTOBER – DECEMBER)

**October – December
Fourth Quarter**

Categories for Discussion

Quarterly Routine

Operations

Industry Events

Literary Awards

Marketing

Finances

Holidays & Celebrations



Quarterly Routine: Jobs For All Seasons...

- 
- **Review author event grids**
 - **Rotate store and window displays**
 - **Report bestsellers**
 - **Review schedule of local holidays and activities**
 - **Nominate to Indie Next Lists**
 - **Remit sales, payroll and all required taxes**
 - **Stay current with *BTW, Shelf Awareness, Publishers Weekly***

And REMEMBER...

"If you do not think
about your future, you
cannot have one."

John Galsworthy

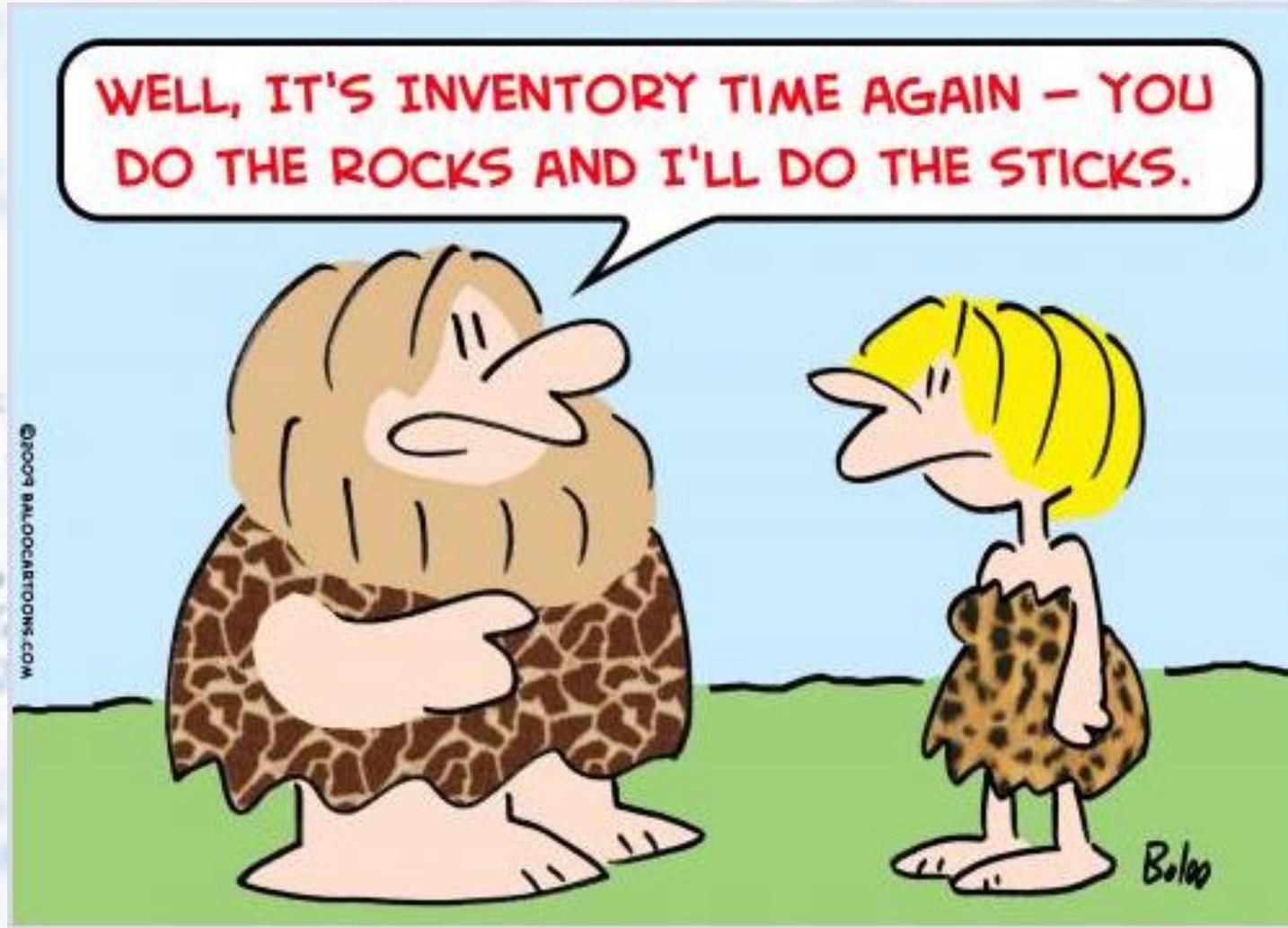
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WINTER (JANUARY – MARCH)

FIRST QUARTER:
WINTER
(January – March)



Operations



Industry Events



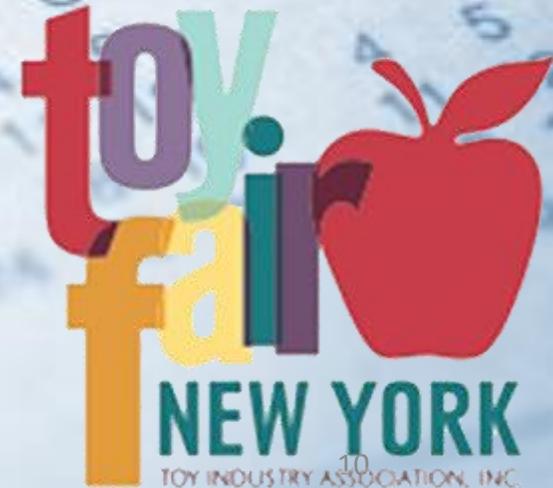
LAS VEGAS
MARKET™



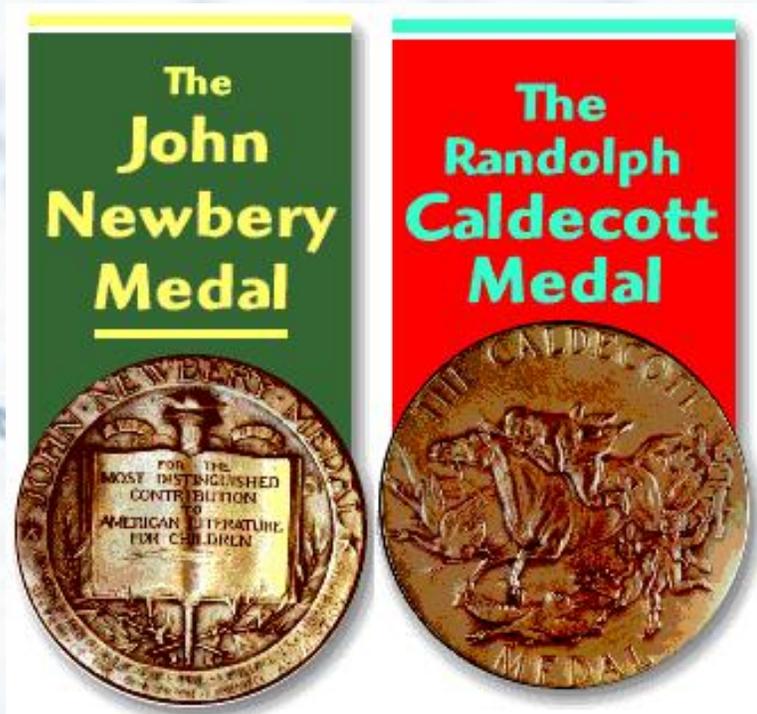
FEBRUARY 23-26, 2018

CALIFORNIA MARKETPLACE

Los Angeles Convention Center | Kentia Hall



Literary Awards



Finances

BookWeb.org: [Book Buyer's Handbook](#)

BookWeb.org: [Store Buyer's Form](#)

BookWeb.org: [Indies First](#)

Regional Communications

Publisher Reps

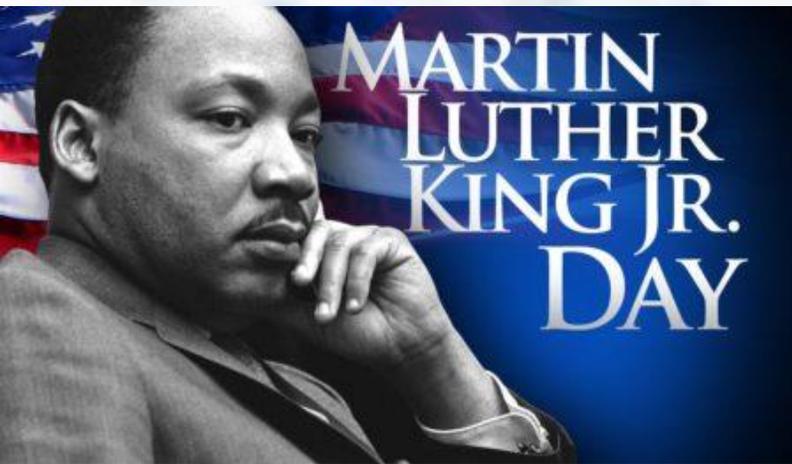
Edelweiss

Above the Treeline



WOMEN'S
HISTORY MONTH

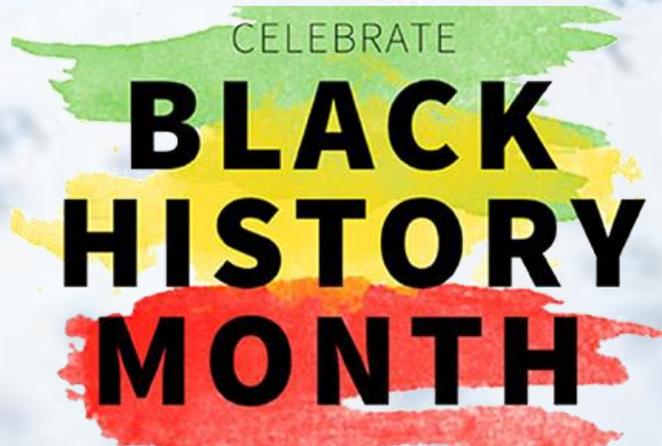
Holidays & Celebrations



Manchester - 40th Anniversary Celebration!!!
Event date: Friday, September 9, 2016 - 10:00am to Sunday, September 11, 2016 - 5:00pm
Event address: 4869 Main St
Manchester Center, VT 05255



September 9th, 10th, and 11th!!!



BOOKS BY MARTINE, MONSIEUR, MABIC, NATHAN & MORE

New Year's
Day Sale

Monday, Jan 1
10:00 AM - 12:00 PM

San Diego

Happy New Year!!!



2

SPRING (APRIL – JUNE)

SECOND QUARTER:
SPRING
(April – June)

Operations



Fantastic
Book Fairs

For the Bookworm in All of Us!

The ABC Group **Best Books** for Young Readers

Because books make everything better.

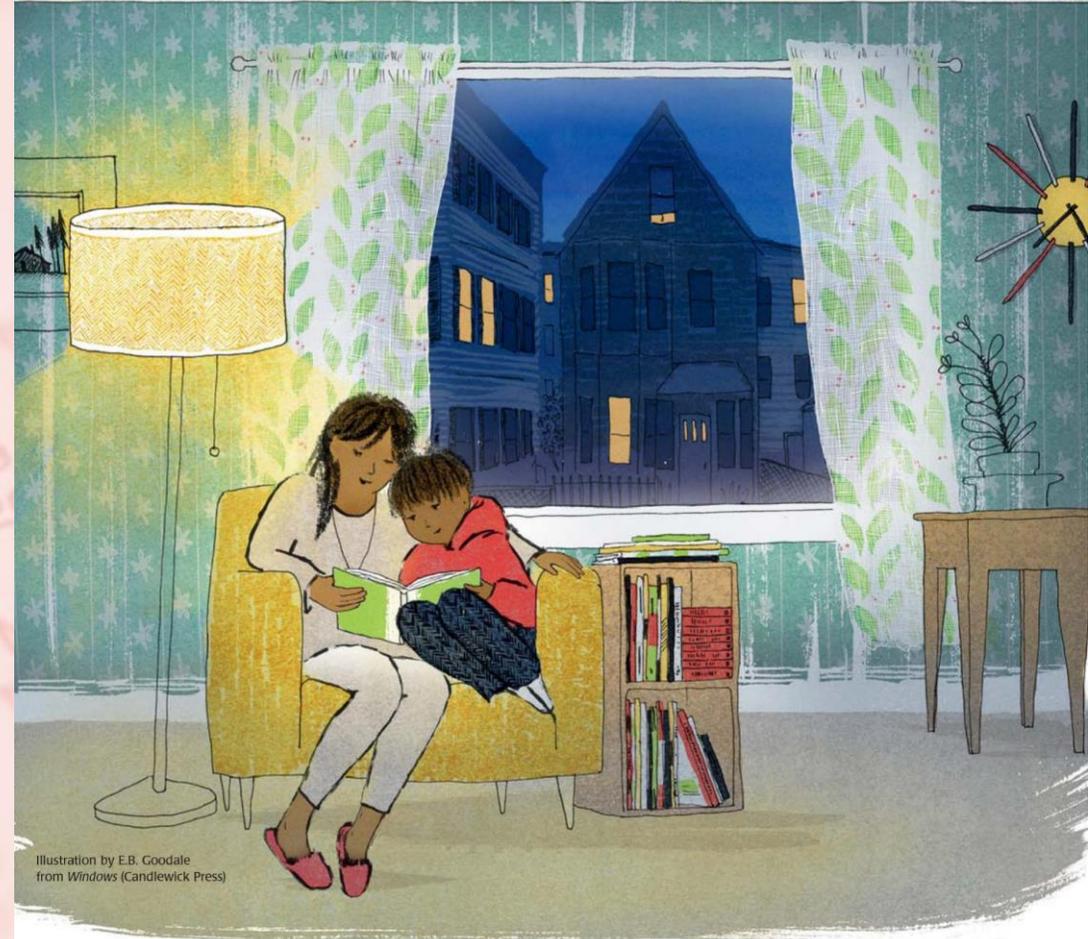
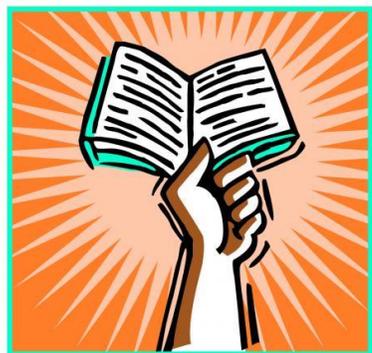


Illustration by E.B. Goodale
from *Windows* (Candlewick Press)

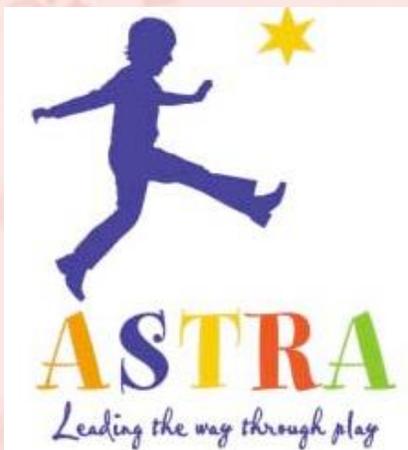
Recommendations by independent booksellers from across the nation. Find out more at www.IndieBound.org.

BOOK EXPO

Industry Events

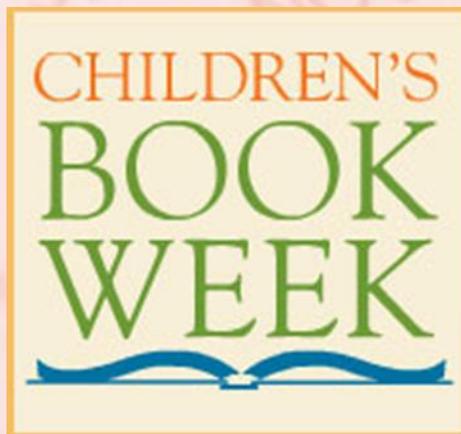


INDEPENDENT
BOOKSTORE DAY



ASTRA

Leading the way through play



CHILDREN'S
BOOK
WEEK

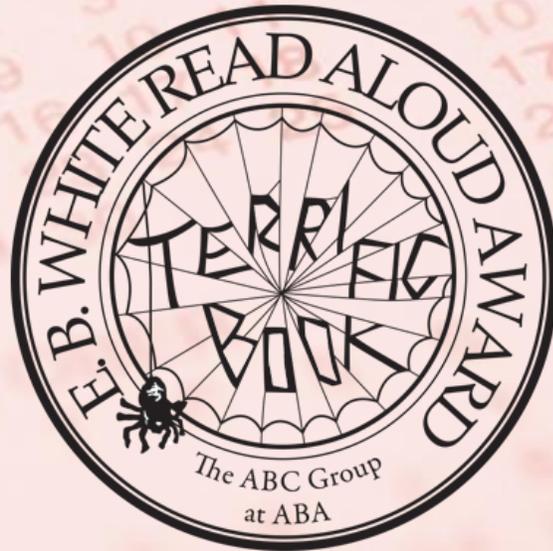


DNC

DALLAS MARKET CENTER

HOME & GIFT

Literary Awards



Marketing

2017 ABA Press Webinar Edited



ABA EDUCATION

Creating a Press Kit for your Store

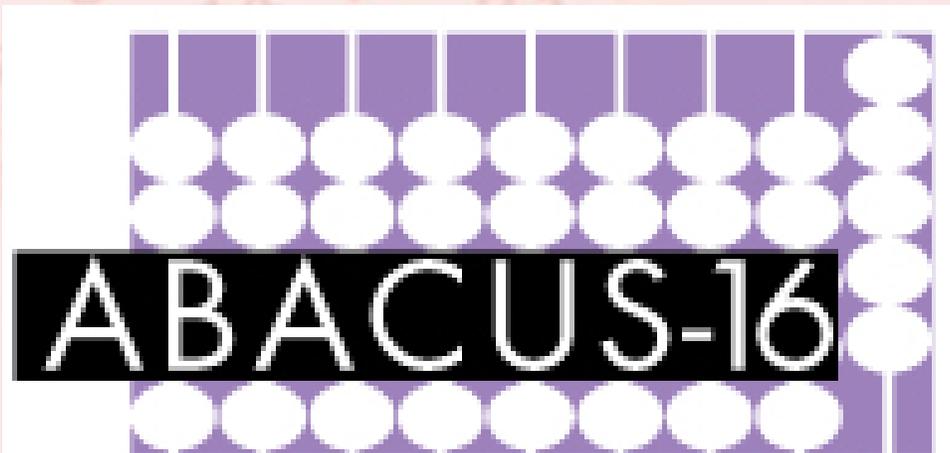
Presented by
Maribeth Pelly
Founder, Easy Marketing Strategies

MORE VIDEOS

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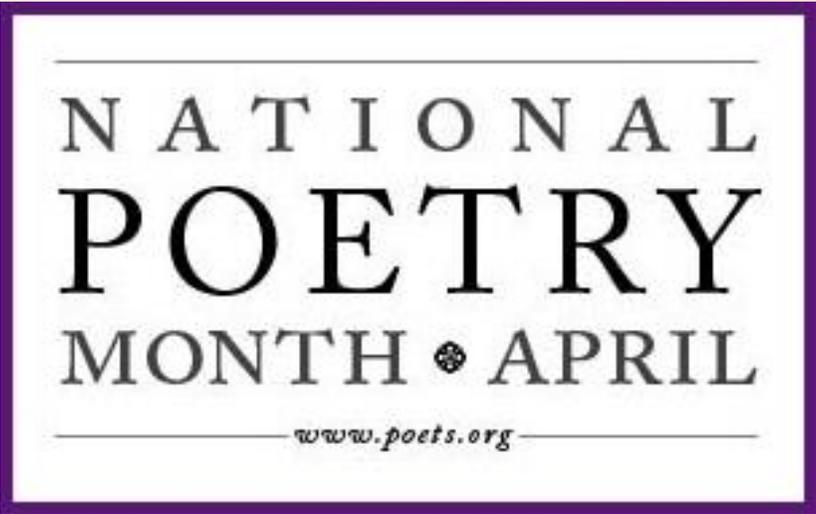
CC YouTube

Finances



LEAGUE OF INDEPENDENT BOOK
RETAILER INSURANCE SERVICES

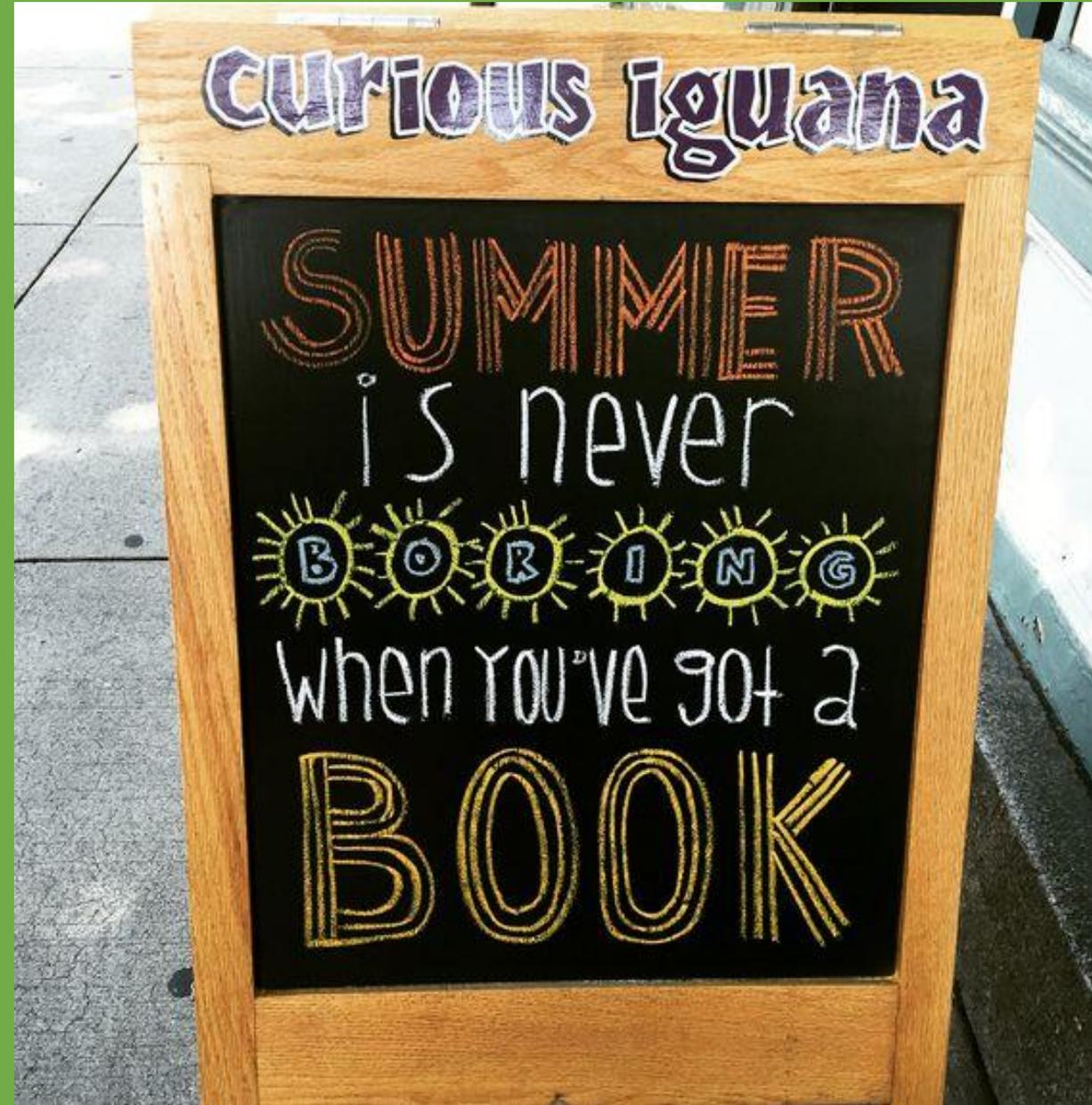
Holidays & Celebrations



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SUMMER (JULY – SEPTEMBER)

THIRD QUARTER:
SUMMER
(July – September)



Operations



“I was hoping my employee evaluation would be more than, ‘you don’t suck.’”

**WE'RE
HIRING!**

Industry Events

NY NOW[®]

THE MARKET FOR HOME, LIFESTYLE + GIFT



Literary Awards

The
Man
Booker
Prize



Hugo
Awards

Winners of the Best Novel awards for Science Fiction

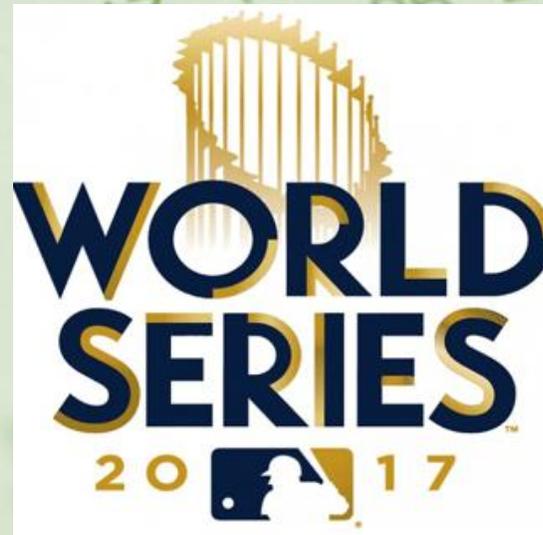
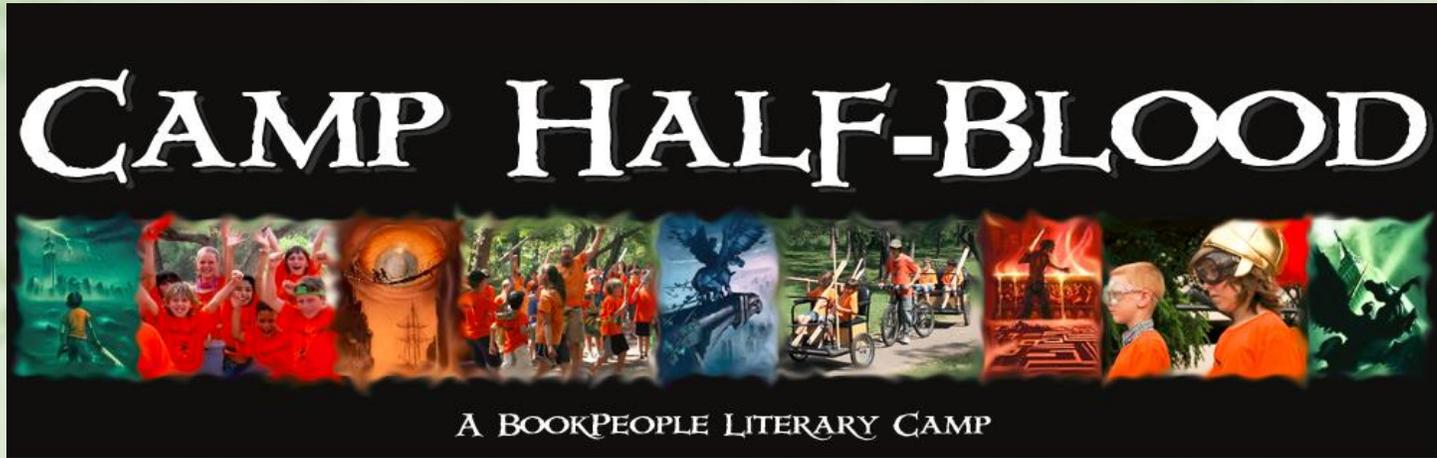


**ABACUS-16
Benchmarking
Report**
(BASED ON 2016 RESULTS)



Finances

Holidays & Celebrations





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FALL (OCTOBER – DECEMBER)

FOURTH QUARTER:

FALL

(October – December)

Industry Events



indies
FIRST
DAY

★ ★ ★
SMALL BUSINESS
SATURDAY.
NOV 25

#SHOPSMALL

A row of small business icons including a cafe, a florist, a bakery, a bookstore, a candy store, a hardware store, a pet store, and a general store.



The
HEARTLAND
FALL FORUM

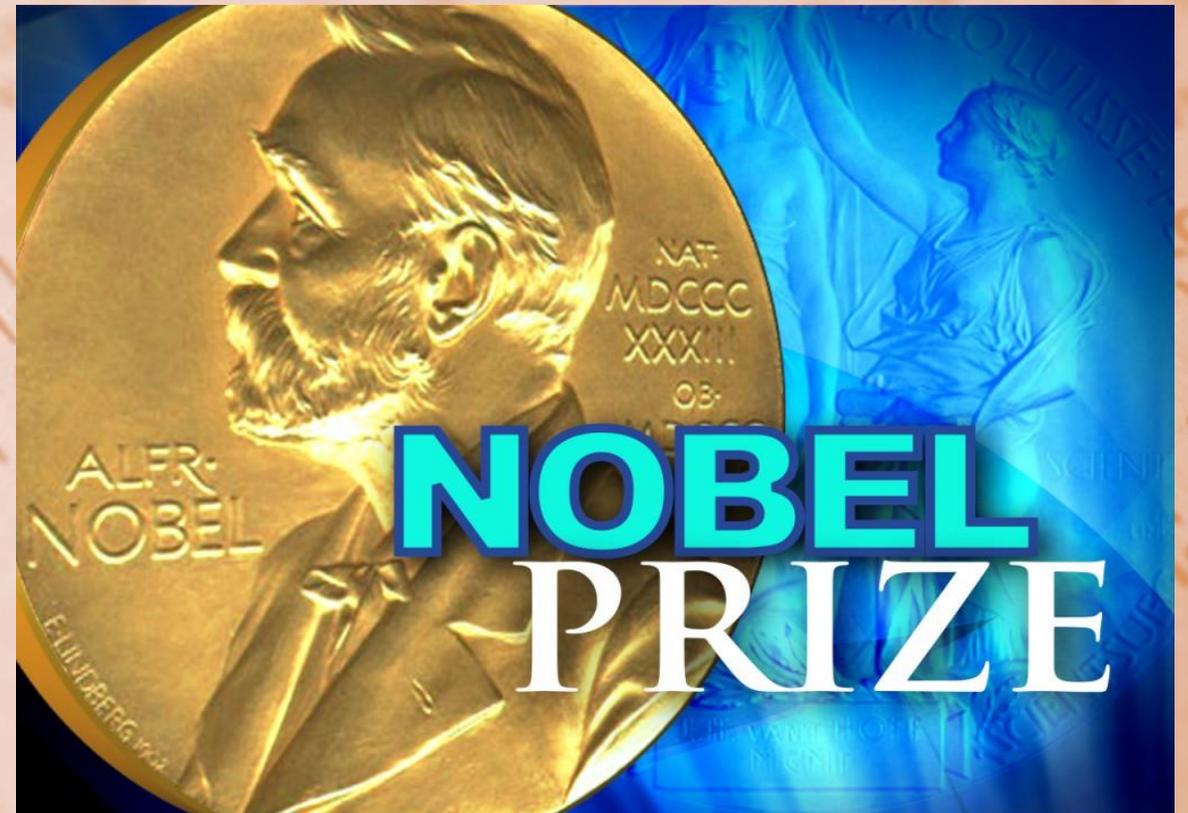


The world of juvenile products—
all in one place.

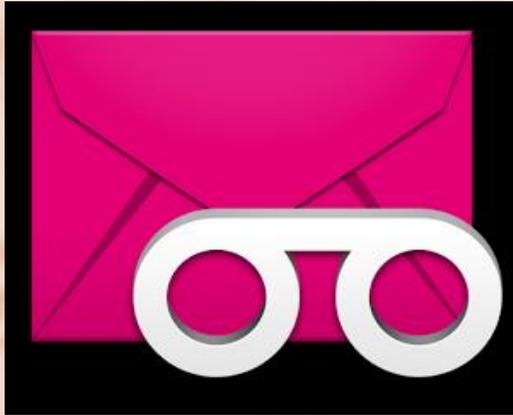
abc
kids expo®

OCTOBER 9-11, 2018
Las Vegas Convention Center | Las Vegas, Nevada

Literary Awards



Marketing



ASA AMERICAN BOOKSELLERS ASSOCIATION

INDIECOMMERCE

INDIECOMMERCE

American Booksellers Association's e-commerce platform for independent bookstores

Features

Thanks for shopping at Your Local Bookstore Here's What You Just Did:

- 1 You kept dollars in our economy.** For every \$100 you spend at one of our local businesses, \$52 will stay in the community.
- 2 You embraced what makes us unique.** You wouldn't want your house to look like everyone else's in the U.S. So why would you want your community to look that way?
- 3 You created local jobs.** Local businesses are better at creating higher-paying jobs for our neighbors.
- 4 You helped the environment.** Buying from local business conserves energy and resources in the form of less fuel for transportation, less packaging, and products that you know are safe and well made, because we stand behind them.
- 5 You nurtured community.** We know you, and you know us. Studies have shown that local businesses donate to community causes at more than twice the rate of chains and online retailers.
- 6 You conserved your tax dollars.** Shopping in a local business district means less infrastructure, less maintenance, and more money available to beautify our community. Also, spending locally instead of online ensures that your sales taxes are reinvested where they belong—right here in your community!
- 7 You created more choice.** We pick the items we sell based on what we know you like and want. Local businesses carry a wider array of unique products because we buy for our own individual market.
- 8 You took advantage of our expertise.** You are our friends and neighbors, and we have a vested interest in knowing how to serve you. We're passionate about what we do. Why not take advantage of it?
- 9 You invested in entrepreneurship.** Creativity and entrepreneurship are what the American economy is founded upon. Nurturing local business ensures a strong community.
- 10 You made us a destination.** The more interesting and unique we are as a community, the more we will attract new neighbors, visitors and guests. This benefits everyone!

A Cooperative Message
From this Bookstore and

Love Your Local



Finances

A screenshot of the Edelweiss+ website banner. At the top left is the logo "ABOVE THE TREELINE". To the right are navigation links: "EDELWEISS+", "NEWS & VIEWS", "SUPPORT", and "LOGIN". Below the navigation is a horizontal row of colorful book spines. In the center, a black banner contains the text "WORK BETTER, READ MORE." in white, bold, sans-serif font. Below the book spines are two logos: "EDELWEISS+" on the left and "EDELWEISS+ ANALYTICS" on the right. Under each logo is a short description of the service.

ABOVE THE TREELINE

EDELWEISS+ NEWS & VIEWS SUPPORT LOGIN

WORK BETTER, READ MORE.

EDELWEISS+ EDELWEISS+ ANALYTICS

The book industry's platform to sell, discover, and order new titles. Simplify inventory, catalog, and collection management.

Holidays & Celebrations



THANKSGIVING BOOKS

For Adults: A List of
Books For Readers
Of All Genres



LET IT
SNOW!

WE'VE GOT BOOKS!



Thank you!

