

Pick of the List Event Model



This is a perfect event to get customers excited about new releases. Customers will come to appreciate your knowledge of books, and you can reinforce that you have the breadth of titles unique to an independent bookstore.

Format:

- Generally, a presentation in the store.
- Prepare to take advance orders for books that haven't been released.

Different Variations:

- Use publishers' sales rep(s) to lead the event
- Store staff discussing their favorites and/or focusing on their specialty genre. If a certain staff member has a following based on the "staff picks" section, treat their Pick of the List session as you would any other speaker in the store.
- An "open mic" with customers recommending their favorite books
- Host off-site – managed care facilities, retirement communities, social/fraternal organizations, health centers.
- Become a guest speaker (the "entertainment") at local organizations' monthly meetings, such as Newcomers clubs; Mothers groups; Welcome wagon groups; chambers of commerce, AARP, veterans groups, PTA meetings.

So Many Different Themes:

- Book Clubs: conduct specialty pick-of the lists for groups like mother/daughters, history, political etc.
- New Releases
- Teachers' Night
- Young Adults
- Book and the cook – can bring in a single author who prepares something from the book, or bring in multiple authors with a big spread of food for a tasting and discussion

Give-aways:

- Have goodie bags of ARC's from publishers
- Reading Group Choices* Guides
- Lists of the books recommended
- Order forms for book purchases

Timing:

- You can do this after attending the NAIBA Fall Conference as well as BEA; share with your customers what others in the industry are excited about.
- Do as a regular seasonal event to keep up with new releases.