**Bookstore Hiring Strategies**

Most booksellers have more applicants than job openings, yet there may be times you need to cast the net a little more widely to get the kinds of people you want to add to your team.

* Look for quality service providers when you’re the customer in other businesses and invite them to apply for a job.
* Acquire quality staff from “going out of business” operations.
* Ask customers to work for you.
* Recruit through your current promotional pieces.
* Place a sign in the store: “Always wanted to work in a bookstore?”
* Ask for referrals from current employees.
* Participate in career days at area high schools and colleges.
* Network with high school counselors, teachers, and principals for Honor Society students or young people with an interest in reading and learning about the book business.
* Place ads or an announcement in newsletters of civic organizations or groups with specialized interests.

**Ad Copy**

Here’s some basic coy to get you started. Customize with details about the job and add your contact information.

**Ad Copy - Bookseller**

Love books and reading? If you enjoy working with people, learning and sharing about great books, {store name} in {location} is looking for a bookseller to work {note days of the week and/or time of day}.

**Ad Copy - Bookstore Manager**

{Store name} in {location} seeks Bookstore Manager with strong interpersonal and organizational skills, passion for books, and interest in working in a dynamic retail environment. Must have leadership and management experience (retail setting preferred), ability to network in the community and create marketing/event opportunities, and proven effectiveness in managing daily operations. College degree has priority. Ability to work some nights and weekends is important. For more information, contact {name, phone #/email address}.