Bookstore Merchandising Made Easy

Training Video

Summary Points

- **Display Windows** — Keep it simple. You have just 10 seconds to get your point across. Choose a single title or single theme.
- **Front of Store** — Is your prime real estate. Keep it fresh and rotate stock with every new shipment of new releases.
- **Focal Point Displays** — Are placed along the traffic path and introduce (and pull customers) into sections throughout the store.
- **Eye-Level Space** — On displays and within sections is your most prime space. Place things here that are new, noteworthy, or timely.
- **Face-Outs** — Face out books on every shelf to break the monotony of spine-outs.
- **Signs & Shelf-Talkers** — Help you silently hand-sell throughout the store. Use them liberally and you'll help direct browsers so no one leaves your store without finding something interesting to buy and read.
- **Staff Favorites** — Keep adding and changing your favorites. You'll gain fans who will want to know what you've read last … and loved, so keep giving them reading recommendations.
- **Cash Wrap** — Is a great place for impulse purchases. Carefully place merchandise in this area so you don't overwhelm the customer with clutter, but direct their attention to interesting items they'll 'add on' to their purchase.

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