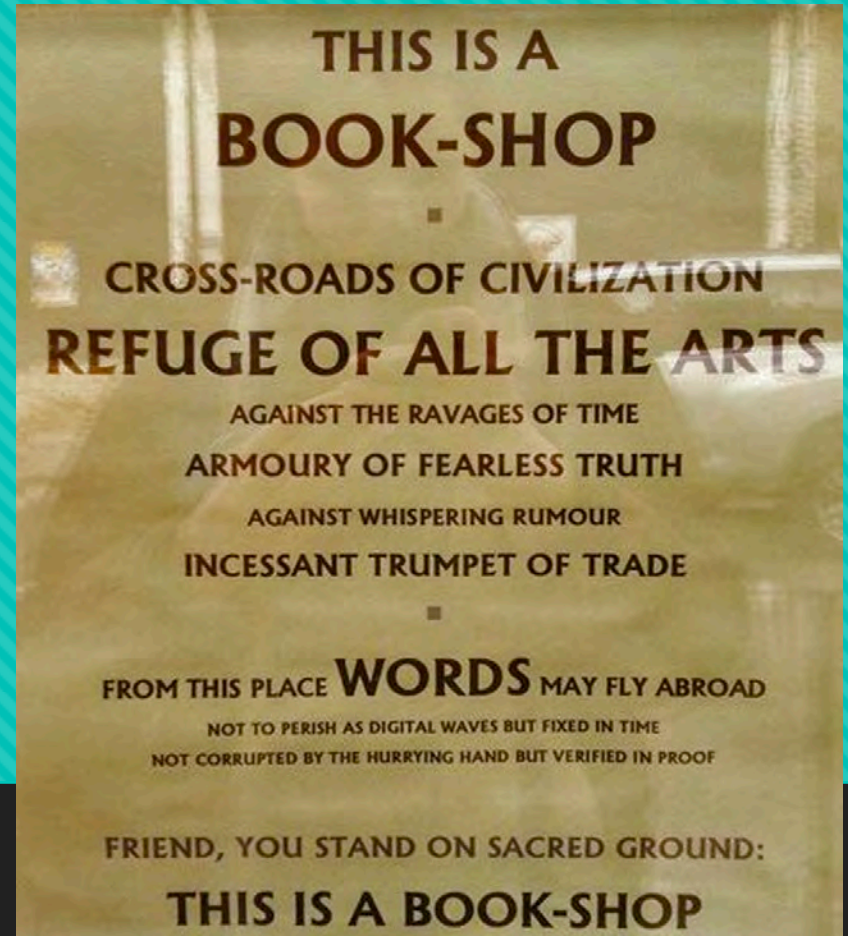


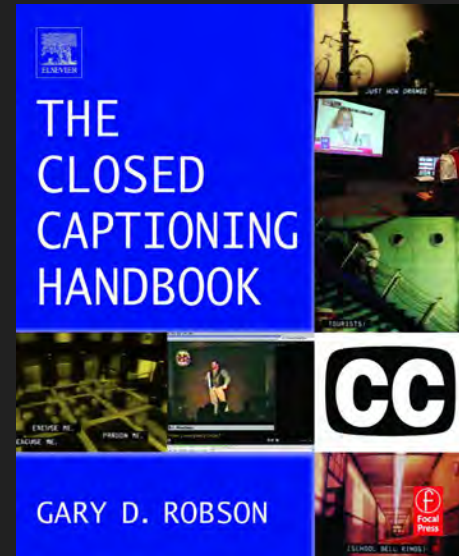
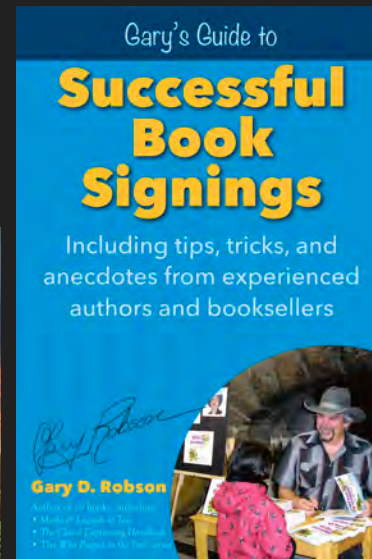
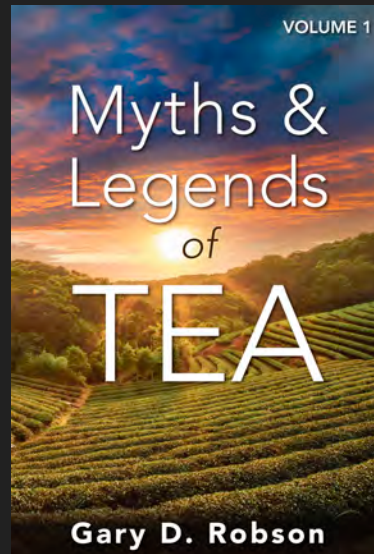
# How to Merchandise Like a Bookstore

Gary D. Robson  
This House of Books  
Billings, Montana



# Gary D. Robson

- Author
- Teacher
- Bookseller

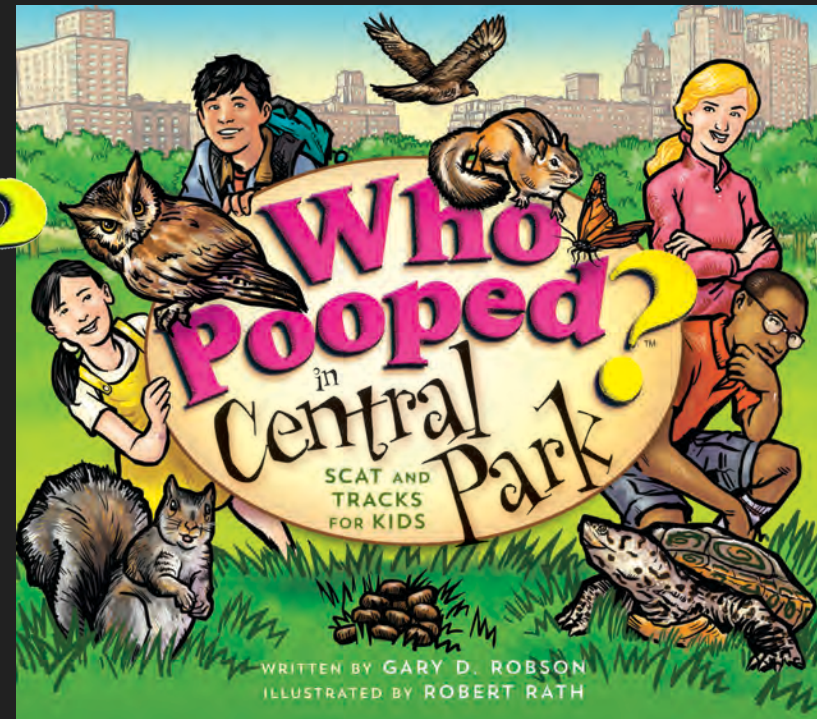


# Gary D. Robson

- Author
- Teacher
- Bookseller



**Who Pooped?**  
*in the Park*



# This House of Books



# A co-op bookstore

- Community-owned
- Neither corporation nor 501(c)3 nonprofit
- Profit (if any) redistributed
- Heavy dependence on volunteers

# MERCHANDISING

The variety of products available for sale and the display of those products in such a way that it stimulates interest and entices customers to purchase those products.

# MERCHANDISING

*(bookstore definition)*

The variety of **books** available for sale and the display of those **books** in such a way that it stimulates interest and entices customers to purchase those **books**.

# MERCHANDISING

*(library definition)*

The variety of books available for **lending** and the display of those books in such a way that it stimulates interest and entices customers to **borrow** those books.

# What's the difference...

...between an  
**indie bookstore**  
and a  
**library?**

# Indie Store

# Library

- Books are sold
- Shelving of books is flexible
- Stock turning constantly

- Books are loaned
- Universal shelving system
- Stock changes more slowly

# Merchandising

- Books and reading
- Groups of books
- Series
- Individual titles



**Kansas City Public Library**

# Book-themed décor doesn't have to be expensive.



This cookbook display uses books & less than \$10 in props.



Although you can get  
incredibly elaborate.



# You can use real books for décor, too!



Remember  
all those  
donated  
books that  
didn't sell  
at your last  
book sale?



# Merchandising groups of books



# Merchandising groups of books



# Merchandising groups of books



# Merchandising groups of books



# Banned Book Week displays



# COLOR



An amazing book, and an amazing presentation!



Joann  
and  
Arielle  
Eckstut

**? "I DON'T  
REMEMBER THE  
TITLE,**

**BUT THE COVER  
WAS BLUE..." ?**



If you have a special event for an author,  
use the color of the book's cover to **create a color story**.

For example, if the predominant color of the cover is red, do  
the event signage, calendar, event tableware (tablecloths, cups,  
napkins, etc.) in that color. Ask the author to wear red!



Make a special display where books are laid out spectrally or by color group. Or do just one color and create a fun heading like, “In The Red”.

Don't forget to have some  
short-term fun!



# Thank you!

## Questions?

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