

## 2017 GLIBA New York Trip Information Checklist

Here is a checklist to help you prepare your application for the 2017 GLIBA New York Trip. As stated in other materials, this trip is limited to four participating stores. Deb Leonard arranges the visits, does the pre-visit coordination with publishers, and books the hotel rooms. Deb, along with the New York Trip committee of board members, does pre-trip coaching. Participating stores will be implication represent the GLIBA. Stores may bring no more than two people. Stores pay all their own expenses.

How to prepare:

- 1) Write up your pitch. This will help you think through clearly what you want to communicate and to gain from the trip. The general tome is “How can we be better partners to sell more books?” The best presentation would be a slide show (on a flash drive) that illustrates the points you want to make about your store. Keep it to 10 minutes, and leave time for Q&A.
- 2) Bring a gift. Something local or from your store. Examples: Stickers, magnets. Bring something memorable that the publishers will not find in New York. Keep in mind that you will want to have these for everyone who attends your presentation. For large publishers, that could be 20+ people.
- 3). Business cards.
- 4). Publicity packet to include:
  - A). A description of your store’s concept/mission (1 page).
  - B). Your community/market demographics, including media information and contacts.
  - C). Social media numbers-include Facebook, Twitter, Instagram, Pinterest, Tumblr, Email list, membership list, etc.
  - D). Copies of newsletters, calendars, catalogs, or any other original marketing that is specific to your store.
  - E). Reviews of store or store events, and any successful programs you’ve launched.

Be sure to bring enough of these as well.

During the visit, be prepared to be energetic and engaged. Connect with your audience! It is a dialogue, so consider questions you might be asked such as:

How many books would you order for a particular event?

Where would you host an event like this?

What marketing outreach does your store do that is different from others?

What will you do to ensure the success of this event?

What are initiatives or programs have you created or launched?

What genres or authors sell particularly well at your store?

What is your square footage/annual sales/percentage increase over last year?  
They want hard numbers.

What publisher initiatives are working for you? Be prepared to thank the publishers for specific examples of how they have helped your business.

Examples: Dating, rapid replenishment, Winter Institute, support at Regional shows, catalog support. Never underestimate the power of an unexpected "Thank you"!

What promotional materials have been effective in promoting an event?

What would you like to see more of?

Remember, you are here to SELL your store. It shouldn't be used as a pitch for a specific author, discuss terms of sale, coop, or returns policies. Save those for another time.

Post-visit.

- 1). Write thank you notes. Handwritten letters are more powerful than emails.
- 2). Create a brief summary for the GLIBA board that could be shared with others, and that could be used to advertise this opportunity in the future.