GLIBA 2018 New York City Trip Information

Here is a checklist to help you prepare your application for the 2018 GLIBA New York trip. As stated in other materials, this trip is limited to 4 participating stores. Deb Leonard arranges the visits and does pre-visit coordination with publishers. Deb also does pre-trip coaching, and will try to arrange free-time activities if desired. Stores may bring no more than two people. Stores pay their own expenses.

The purpose:  
1). Increase your store’s visibility to publishers. Put your store on the map!

2). Increase your store’s level of sophistication in regard to how the book industry works.

3). Establish contacts, arrange promotions, and procure author visits.

How to prepare:

1.) Write up your pitch. This will help you think through clearly what you want to communicate and gain from the trip. The general tone is “How can we be batter partners to sell more books?”

2.) Bring a gift. Prepare something local or from your store. Examples: T-shirts, tote bags, regional and/or “location specific” items. Bring something memorable that the publishers will not find in New York.

3.) Business cards.

4.) Publicity packet to include:

-A description of the store’s concept/mission (1 page).

-Your community/market demographics, including media information and contacts.

-Travel & accommodation information for visitors to your store.

-Photos (the more the better). A slide show on a flash drive would be great! It should take no longer than 5 minutes to complete the slide show viewing.

-Copies of newsletters, calendars, catalogs, and any other original marketing that is specific to your store.

-Reviews of store and store events, and any successful programs you’ve launched in your store.

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

-How many books would you order for this 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 some initiatives or programs that you have created/launched?

-What genres or authors sell particularly well at your store?

-What is your square footage/annual sales/percentage increase over the last year? (Hard numbers talk.)

-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, co-op, and support of the industry in general (Winter Institute, past author visits, support at regional shows, support in regional catalogs). Never underestimate the power of an unexpected “thank you.”

Your presentation should include the following:

Please have enough materials on hand. This may mean 20+ for the larger publishers

1.) Media:

**-**What local newspapers, radio or television stations do you work with? This can include advertising, calendar listings, and opportunities for feature stories or reviews about an author before an event.

-What is the most effective media in your area that brings people to your store?

2) Events- These are basic questions. Be prepared to talk about any and all of these topics.

-How far in advance do you book events?

-How do you use your store’s resources to promote an event? These can include in-store posters or flyers, a mailing list, targeted mailings, web-sites, social media, etc.

-What events work best in your store? (e.g. Children’s books, business, poetry, fiction, local authors, etc.

-How big is your event space? As noted above, pictures of your event space and events should be included.

-How many events do you do a month, and what times work best?

-Do you have access to off-site venues to accommodate large crowds?

-What was your biggest event and why was it successful?

-How can you be successful with midlist authors?

-Do you host events for children?

-Do you hold book club meetings? How many and what is the attendance?

-Do you have other reading groups that shop in your store?

-Who are your customers and what books are they buying?

-What are some organizations you have worked with in the past? Sometimes partnering with a local non-profit, charity or professional organization can have a profound effect on the success of an author appearance.

-Who would you like to work with in the future?

-Think about what materials that publishers provide that have been effective in promoting an event? Press kits, posters, easelbacks, etc.?

-What would you like to see more of?

-Again, you are here to SELL you and your store! It shouldn’t be used to pitch for a specific author, discuss terms of sale, coop, or returns policies. Save those for a different 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 the opportunity in the future.