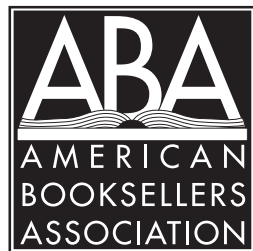


# The Book Sense Program Users Manual

**2007 STAFF NOTES AND CHECKLISTS**



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[www.BookWeb.org](http://www.BookWeb.org)

# THE 5 COMMANDMENTS OF BOOK SENSE

(Or, how to set up and maintain  
an effective grass roots marketing  
program in your store.)

1.

ASSIGN a Book Sense Coordinator for ongoing oversight

2.

HANG the Book Sense posters and affix  
the Book Sense decals

3.

CREATE Book Sense Picks and/or Book Sense Bestseller displays  
(Materials to help are in the Book Sense start-up kit and on  
BookWeb.org) and distribute the Picks fliers throughout the store

4.

RE-ACQUAINT yourself and the other booksellers  
in your store at least once a year on the value of  
Book Sense (Need help? Visit BookWeb.org)

5.

WATCH your email for Advance Access, the Book Sense  
Marketing Newsletter, and reminders about nominating (Picks)  
and reporting (Bestsellers)

And one more for good luck...PARTICIPATE – the more you put into  
Book Sense, the more it will help you to sell more books!

For supplies contact  
Linda Ford (lindaf@bookweb.org)  
For general questions contact  
Jill Perlstein (jill@bookweb.org)

**BOOK** s e n s e®



Please Post!

# BOOK SENSE BESTSELLER TO-DOS!

(Or, how to keep the independents' voice alive and well in my store, with publishers, and in the media.)



**PICK** a day and a method to report bestsellers weekly to Book Sense, either through BookScan or an ABA electronic method\*



**CHECK** Tuesday national bestseller list email from Meg for ordering needs



**VISIT** BookWeb.org every Thursday (or link through from *Bookselling This Week*) for display formats of the Book Sense Bestseller List



**VISIT** BookWeb.org every Thursday for the weekly EXTENDED Book Sense Bestseller List, to note up and coming titles and ordering needs



**VISIT** BookWeb.org every two weeks (or click through from the link in *Bookselling This Week* or the BookWeb.org archive link) for Book Sense specialty bestseller lists such as Health & Fitness, Mind/Body/Spirit, Poetry, and 20 more every year!



**EMAIL** Meg (meg@booksense.com) with any questions or comments, anytime!

\*Meg (meg@booksense.com) or Jeff (jeff@bookweb.org) can tell me how. All sales are welcome! Specialty sales are especially welcome!



THE BOOK SENSE BESTSELLER LIST

**Immediate. Revealing. Distinctive.**



PLEASE  
POST

# The A·B·C's of

## Book Sense Picks Nominations

(Or, you CAN write well enough to be published!)

**A** Write your thoughts just as if you were talking to a customer, telling them why you're excited about a title and why you think they will enjoy it.

**B** Consider nominating titles from all subject categories—in addition to fiction there's a wide range of well-written nonfiction (from cookbooks to memoirs to business titles).

**C** Collect the staff recommendations from shelf-talkers, the store newsletter, and your website and send them to us, too—they also count as Picks nominations.

You don't need to wait for a reminder from Dan...if you love it, nominate it right then and there! Email your nominations to [picks@booksense.com](mailto:picks@booksense.com) or to Dan Cullen ([dan@booksense.com](mailto:dan@booksense.com)). Or submit your nomination online on [BookWeb.org](http://BookWeb.org)—look for the Picks link.

The Book Sense Picks.

The independent choice for the best books.



# The Book Sense Gift Cards Checklist

(Reminders to keep the Gift Card program running smoothly in the store.)

## **READ**

all Givex correspondence, including the “Welcome” email  
AND keep all program IDs and passwords in a secure place

## **MERCHANDISE**

and hang cards throughout the store!

## **TRAIN and RETRAIN**

all booksellers on how the program and back-up  
procedures work

## **COUNT**

gift cards upon receipt to keep track of stock AND re-order  
early

## **SUPPORT**

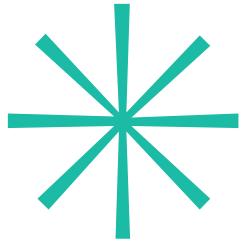
email [aba@givex.com](mailto:aba@givex.com) for non-urgent questions.  
call Givex 24/7 technical support at (800) 962-4935

## **VISIT**

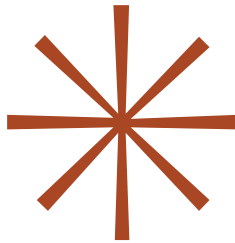
[www.BookWeb.org](http://www.BookWeb.org) for tons of other information and details

## Book Sense Gift Cards

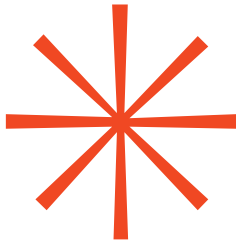
Fast. Secure. Reliable. Preferred.



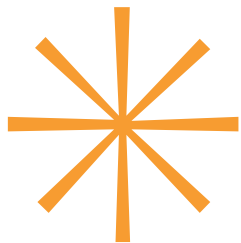
**Change** content on your home page at least once a week.



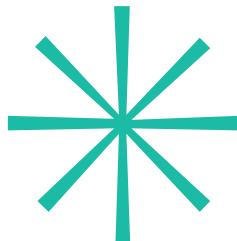
**Market** your website...everywhere! See *Bookselling This Week* for marketing tips, or contact [staff@booksense.com](mailto:staff@booksense.com).



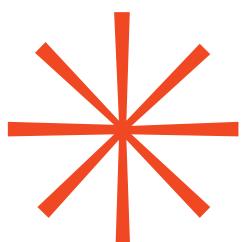
**Cross-promote** the store and website. Have the same books and themes displayed in both “locations.”



**Check** for orders on your admin page at least once a day, and be sure to clean out old orders as they are shipped, picked up, or canceled.



**Consider** uploading your inventory. Doing so helps customers distinguish between what’s in the store and what’s at the wholesaler.



**Email** [staff@booksense.com](mailto:staff@booksense.com) questions or comments anytime!

