

Get ready for **Bookstore Day** **Saturday April 29, 2017**

Once you've placed your order, there are **3** main facets of Bookstore Day to plan for:

1. Your party
2. Your publicity
3. Your displays and merchandising



There are printable press releases, logos, item images, and shelf-talkers at www.indiebookstoreday.com/for-bookstores/

What to do in JANUARY:

- Order IBD tote bags and start selling them (wholesale orders can be placed through our online store at www.indiebookstoreday.com/shop1/)
- Follow @bookstoreday on Twitter, and Facebook. Instagram: indiebookstoreday
- **Make sure you are signed up to receive our newsletter**
- PLACE your order for at least 15 exclusive items. **ORDER DEADLINE: FEB. 1, 2017.**
Tip: Get orders and feedback from your staff.

What to do in FEBRUARY:

- Line up authors, illustrators, and other guests (Face painters? Musicians? SPCA?)
- Plan your party games & events (there are lots of good ideas on our website)
- Plan your displays and merchandising
- Plan your food & drink (consider partnering with a local restaurant and/or bar)
- Connect with other bookstores in your area to see how you can work together
- Make sure your staff is informed and on board
- Create an IBD teaser in your February newsletter

What to do in MARCH:

- Mention IBD in your March newsletter
- Start using images of items and other teasers on your website and **on social media**. Tag with #bookstoreday
- Make sure you list your special IBD events in your events calendar
- Send out a press release to local calendar listings (downloadable releases are on our site)
- Arrange for media sponsorship in your area if possible—radio, newspapers, websites
- Order companion titles for IBD items (some special discounts apply, see catalog)

What to do in APRIL:

- Start handing out your **free** IBD bookmarks and mentioning the event to customers
- Highlight IBD in your April newsletter
- Follow up on press releases sent to local media
- Tweet and Facebook daily. Don't forget to retweet! Let's create a national buzz.
- Put up **free** signage and decorations (available on the website)
- Create teaser displays with IBD items and the free shelf talkers
- Make sure your store is well staffed for April 29

www.indiebookstoreday.com

Join the party!