

# ***A BOOKSELLER'S NEW YEAR RESOLUTIONS***

by Stephanie Bond

1. Since one out of every two paperbacks sold in the U.S. is a romance novel, move the romance section to the most prominent area of the store.
2. Comprise a recommended romance reading list for each sub-genre: historical, regency, contemporary series, contemporary single title, paranormal, romantic comedy, romantic suspense, multi-cultural, inspirational, etc. Enlist the help of employees and customers!
3. Start an in-store romance newsletter.
4. Contact the Romance Writers of America office to locate the nearest RWA chapter. (281-440-6885) (Also ask to be added to the mailing list for the quarterly booksellers newsletter, *Romance Sells*.)
5. Call the president of the local RWA chapter for permission to attend a monthly meeting and introduce yourself to members.
6. Begin compiling a mailing list of romance customers.
7. Browse the current *Romance Sells* booklet, highlight the pages of authors offering promotional materials, and contact them as soon as possible.
8. Comprise a cross reference list of "If you like this author, then try this author." Again, involve customers!
9. Log on to the RWA website ([www.rwanational.com](http://www.rwanational.com)) and check out the Booksellers section for a wealth of current information on the romance genre.
10. Ask each romance customer to recommend your store to a friend.
11. Print up T-shirts for yourself and/or employees that say "Having a bad day? Read a romance novel."
12. Covers sell! Devote as much shelf space as possible to placing romance novels face-out.
13. Set aside one day a week for employees to concentrate on romance sales—make it a contest!
14. Place a comfortable bench seat in the romance section.
15. Provide customers with shopping baskets. (So they'll buy more than they can carry!) ~\$Bond

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