

# ***ALL POINTS BULLETIN: Sales Tool Hidden in Stockroom***

**by Stephanie Bond**

They're portable. They come in all sizes. They're available everywhere. And they're inexpensive. In fact, you probably have one gathering dust in the back room right now: a bulletin board. Why not drag it from the depths of storage, spruce it up a bit, then put it to work as a round-the-clock, every day, every season sales tool for your romance section?

- The most plain of bulletin boards can be refurbished with a coat of bright paint on the frame, and the cork background can even be lightly spray-painted a contrasting color. Print a "Romance News" sign and post it at the top of the board, then fill up the rest of the cork area with:
  - Postcards from vacationing customers.
  - Flyers advertising romance reader groups. If you don't currently sponsor a reader group in your store, consider posting a sign-up sheet to gauge interest in starting a weekly romance reader group, which will guarantee sales of titles selected for the group.
  - Information on joining the local chapter of Romance Writers of America. (Call or e-mail the RWA office ([www.rwanational.com](http://www.rwanational.com)) to locate the contact for the chapter closest to you.)
  - Customer book reviews. Provide a postcard size photocopied form asking for title, author, and comments.
  - Notice of special services. We will gladly order back titles of your favorite romance authors to complete your library.
  - Promotional items from authors and publishers. If you have several items to give away (excerpts, for example), simply tack a pocket folder open on the bottom of the bulletin board, and fill the pockets. Inform local authors that you are looking for promo material to fill your bulletin board.
  - Notice of special events. Post times for upcoming romance signings.
  - Author contact information. Post P.O. Boxes, e-mail addresses, or web page addresses for romance authors and encourage customers to contact their favorite romance authors.

Display your bulletin board in the romance section, and make sure employees are familiar with its contents. Point out the bulletin board to new customers, and remember to change the material on the bulletin board at least once a month. Soon you'll discover the simple schoolroom prop is a valuable, handy way to communicate with your high-volume buyers—romance readers. ~**SBond**