

# ***VALENTINE'S DAY SALES BLOWOUT***

**by Stephanie Bond**

During February, thoughts turn to love and romance. Traditionally a good month for romance sales, here are a few tips to turn Valentine's Day into a sales blitz that will impress any boss:

- Target men! Men spend the most money during Valentine's, so advertise customized "Love Gift Baskets" in the areas of your store where men shop. Pass out flyers in the parking lots of local sports bars, sporting events, and gyms.
- Count down the days with posters: "10 days until the most romantic day of the year. Treat yourself or a loved one to a steamy romance novel."
- Offer free gift-wrapping or a free valentine with any book purchase.
- Sponsor a romance autographing for local authors.
- Assemble a panel of employees/customers/authors for a fun workshop on "How to Keep Romance Alive."
- Print up T-shirts for employees that say "For Valentine's, give a happy ending—Buy a romance novel."
- Set up catchy promo areas with lace tablecloths, balloons, flowers, chocolates, and piles of romance novels all around the store.
- Gift-giving time is a great opportunity to push anthologies—feature them prominently.
- Remind customers whom to shop for. Make a poster for your romance section that says:

Valentine's Day Gift Checklist:

- \_\_\_ Mom
- \_\_\_ Sis
- \_\_\_ Grandma
- \_\_\_ Aunt
- \_\_\_ Best friend
- \_\_\_ Neighbor
- \_\_\_ Coworker
- \_\_\_ Me!

~**S**Bond