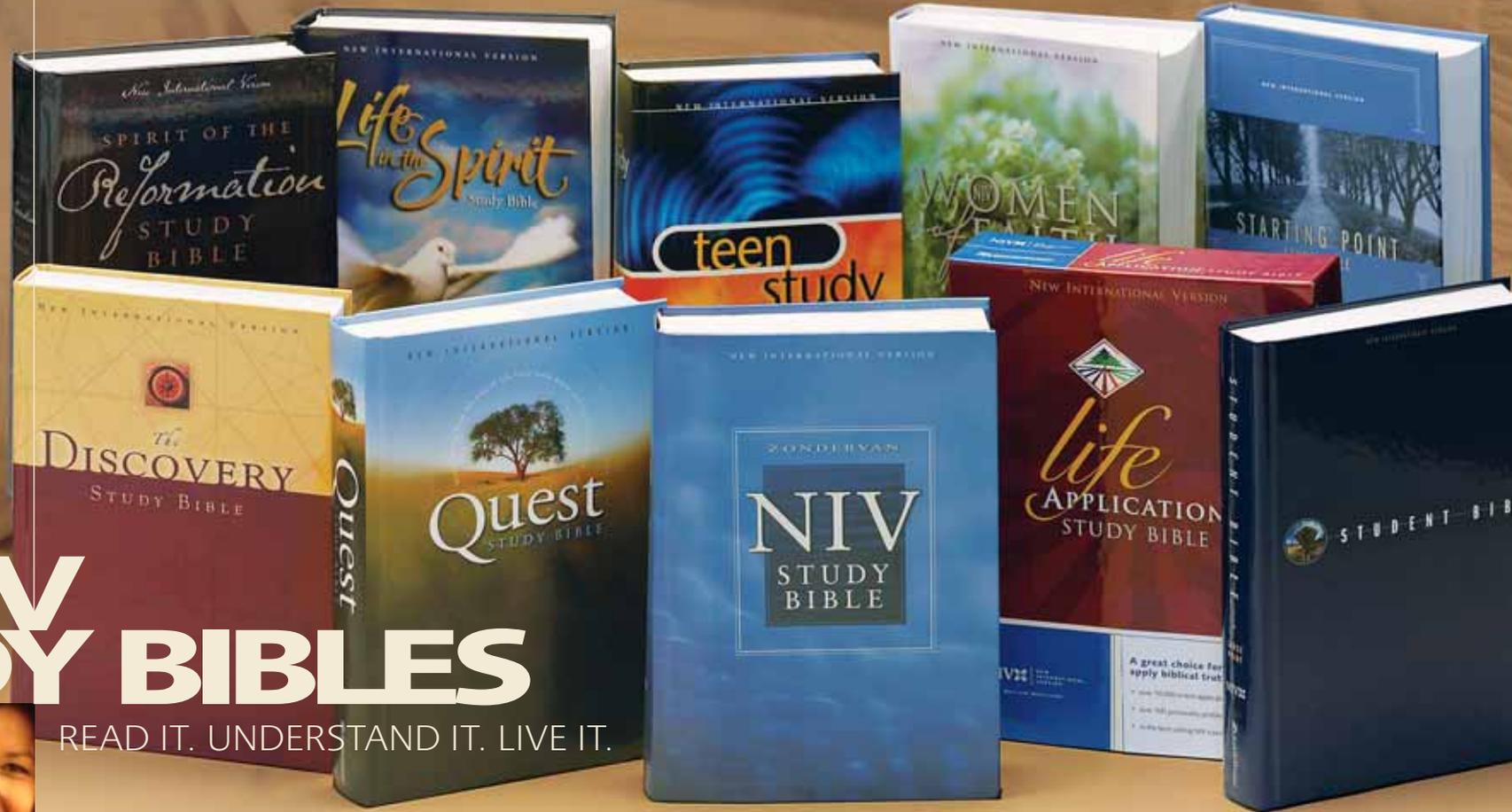




"...add to your faith
goodness; and to
your goodness,
knowledge..."

2 Peter 1:5



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* Ellison Research, Phoenix AZ.

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JANUARY 2005



Psalm 74:17

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

2	3 After-Christmas-Sale—up to 50% off Fitness display up	4 Valentine's cards out and Devotional display up	5 T-shirt rework*	6 Order remaining Valentine's products and Black History month products	7	8
9	10 Final After-Christmas sale—up to 75% off	11 Order spring quarter Sunday school curriculum	12	13	14	15 Christmas sale ends Pack away all products
16	17 Martin Luther King Jr. Day Winter Reading Sale	18 All books 20% off this week	19	20	21	22
23	24 Valentine's Day displays up	25	26	27 Order Easter products	28	29
30	31	Notes:				

MERCHANDISING TIPS

Use a nostalgic theme (rocking chair, large overstuffed chair, afghan or throw) to promote a Winter Reading Sale. Add hot chocolate and scented candles or potpourri to give a home-like feel. Highlight books selected by staff along with a short recommendation. Use Victorian paper for computer-generated advertising signs and the book review. Can also be used for a romantic theme in February.

*MERCHANDISING TERM

T-shirt rework:

Each month print an inventory list and determine which shirts are new, best sellers, or more than 90-120 days without sales. Put the latter on a sale rack. The next month, return remaining shirts. Reord best sellers.

MARKETING TIPS

Winter Reading Sale:

Put your entire book inventory on sale at 20% off for one week. Promote the sale with bag and statement stuffers, and radio or newspaper ads. Send a postcard to recent book buyers. Prepare your staff for the sale event.

"After Christmas, I send my top 100 customers a personal thank-you note, hand-addressed. I simply thank them for their business and tell them I am praying for them. It's only about four notes a day for 25 business days."
—Karen Grosse, *Lighthouse Christian Books (Green Bay, WI)*



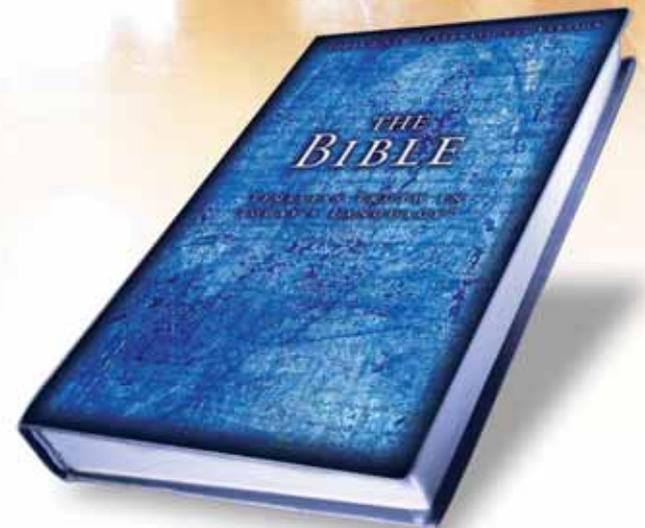
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FEBRUARY 2005



1 John 4:19

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 T-shirt re-work* (see January Merchandising Term)	2 Put up Black History Month display	3 Order products for First Communion/Confirmation displays	4	5
6	7	8	9 Ash Wednesday	10	11	12
13	14 Valentine's Day	15 Valentine's products to sale table	16 Put up Easter and First Communion/Confirmation counter cards	17 Put up Easter displays Easter is only 5½ weeks away	18	19
20	21 President's Day	22 Put up First Communion/Confirmation displays	23	24	25	26
27	28					

MERCHANDISING TIPS

Emphasize African-American heritage by displaying books by well-known African-American Christian authors and artwork featuring African-Americans. Dicksons and Pavilion Gift Co. ([585] 494-1930) offer gift products. "Resources are available from Urban Ministries (UMI), and Broadman & Holman has some posters that...are really top notch." — David Almack, CLC Bookcenters (Fort Washington and Philadelphia, PA)

MERCHANDISING TERM

Rotating displays:

This is standard operating procedure. Once a holiday is over, move holiday products to a sale table—maybe one week at 25% off and the next at 50% off. After the sale, remove remaining stock or put on a permanent sale table. If the product isn't holiday-specific, it may be incorporated into seasonal displays to a new location. Rotate products to keep your gift area looking fresh. Rotate seasonal displays every two weeks.

MARKETING TIPS

Valentine's Day drawing:

Partner with a local restaurant to offer a romantic dinner for two. Mention the restaurant on your advertising to get the dinner free or low-cost, or use your co-op dollars. Use this promotion with a certain book or any purchase. Promote through radio and newspaper, bag stuffers, and posters near the counter and door.

Notes:



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MARCH 2005



Feb. 10:19-20

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 Take down Black History Month display	2 T-shirt re-work* (see January Merchandising Term)	3	4	5
6	7 Rotate Easter displays	8	9	10	11 Order Graduation products	12
13	14	15	16 Rotate First Communion/Confirmation displays	17 St. Patrick's Day	18 Order Mother's Day products	19
20 Palm Sunday	21	22	23	24	25 Good Friday	26
27 Easter	28 Move Easter product to sale table and Remove Easter counter cards	29 Put out Graduation and Mother's Day cards	30	31		

MERCHANDISING TIPS

The best merchandising tips often come from other stores. Notice the new spring colors in clothing and home-décor shops.

Many stores use a large cross as an Easter-display centerpiece. This year, add artwork and products focusing on *The Passion of the Christ*. Be creative with colors and flowers. Put the cross in a different place than you usually do. Add a purple fabric drape; change it to black for Good Friday and the Saturday before Easter. The Monday after Easter drape white fabric on the cross for a few days. Don't put sale merchandise right next to or under your cross display.

MARKETING TIPS

"Donate a good book to a Christian day school and ask to give parents coupons to visit your bookstore, especially during holiday or gift seasons." — Evelyn Curtiss, *Word of Life Christian Book Store (Los Angeles)*

MARKETING TERM

Data-based marketing:

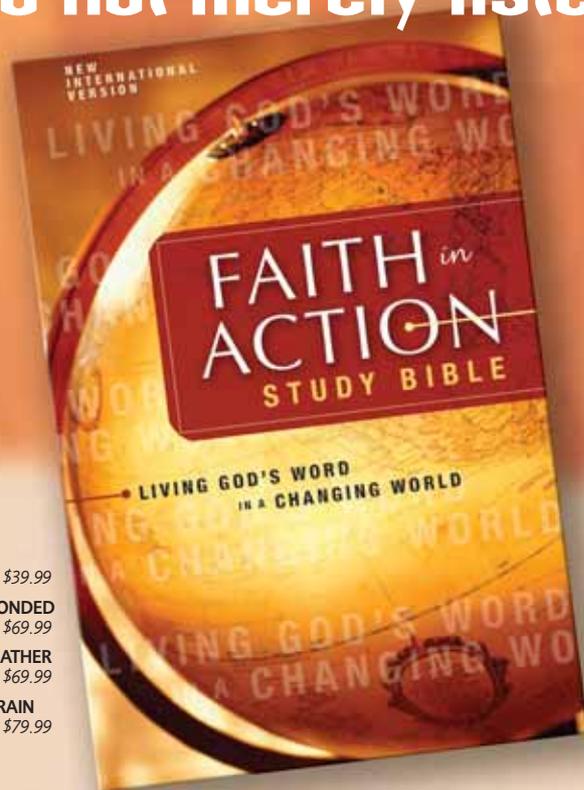
Advertise using name and address information from your POS system to hit target markets for less cost. For example, send postcard coupons to customers who have bought music in the last year. Send coupons first class and you'll get updated address information from the U.S. Postal Service. Work with a music rep for ideas and help with the mailing cost.

Notes:



**“Do not merely listen to the word...
do what it says.”**

(James 1:22).



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APRIL 2005



Psalm 107:35

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 T-shirt re-work* (see January Merchandising Term)	2
3	4 Spring-Cleaning Sale: a final clearance on some of sale-table products	5	6	7 Order products for Cinco de Mayo and Administrative Professionals Day	8	9 Spring-Cleaning Sale ends
10	11 Put out Graduation product, but not in major displays yet	12 Order summer Sunday-school curriculum	13	14	15 Save-the-Tax Sale	16
17	18 Set up Mother's Day displays	19 Set up Administrative Professionals Day displays	20	21 Put up a Cinco de Mayo or Spanish display	22	23
24 Passover Begins	25 Put up National Day of Prayer display	26 Put up Graduation displays	27 Administrative Professionals Day	28	29	30 Customer Appreciation Sale

MERCHANDISING TIPS

Check signage on your shelves and in departments. Good, clear signage is the best "silent salesperson" you don't have to pay. Customers expect good signage telling them of departments and correct prices. Small tent signs on nice paper are easy to make. Place in front of gift items. Use the computer to print signage that includes prices and store name on good paper. Cut to fit in the corner of framed wall art. It gives customers easy access to the price even if the art is hung higher than eye level. Put the item's label on the back of the sign for easy register ring-up.

MARKETING TIPS

Save-the-Tax Sale:
On Apr. 15, customers can save the tax on their entire purchase. Make each sale tax-exempt and tell customers how much they saved when their transaction is complete. At the end of the day, discount your sales by your tax rate so you can correctly report the tax. Get your accountant's advice on the best way to do this using your computer system. The sale should be reflected as a discount, not that you didn't collect sales tax. —Jay Weygandt, Logos Bookstore (Springfield, OH)

"The weekend before Mother's Day, have a Customer Appreciation Sale. This generates business the next weekend for your Mother's Day holiday."
—David Rooker, The Scroll (Tyler, TX)

Notes:



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BIBLES

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MAY 2005



Proverbs 9:9

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 T-shirt re-work* (see January Merchandising Term)	3	4 Order Wedding products	5 Cinco de Mayo	6 Take down Cinco de Mayo display	7
8 Mother's Day	9 Move Mother's Day products to sale table Begin Children's Department Sale	10 Put up Father's Day counter cards	11 As you have room, add summer promotional cards	12 Order Father's Day products	13	14
15 End Children's Department Sale	16 Put Graduation displays front and center	17	18 Set up Memorial Day display	19	20	21
22	23	24	25	26 Set up Wedding displays	27 Take down First Communion/Confirmation displays	28
29	30 Memorial Day	31 Rotate Graduation displays				

MERCHANDISING TIPS

Use a lace curtain as a backdrop for your Mother's Day display. Lay it over your slatwall and carefully hang pictures and shelves. Put an antique sewing machine in front of the curtain. Place a piece of fabric with a Mother's Day sentiment on the sewing machine. Add books, music, candles, and flowers or greenery. Use specialty paper to make computer-generated signs that match your display. You may also want to add a basket with yarn and knitting needles.

MARKETING TIPS

Children's Book Sale:
2004 Jim Carlson Store of the Year Impact Award winner Susan Lewis (Logos Bookstore, Dallas) suggests holding this the week after Mother's Day. She puts the entire children's department inventory at 20% off. She advertises by sending out postcards.

MARKETING TERM

Bounce backs:
Include a "bounce back" in statements each month. This is an order form with selected products such as communion cups or offering envelopes. It reminds church secretaries to call your store and reorder supplies they may need to restock. You don't need to have a special on everything, but discount one or two things to gain interest. — John Haynes, Cornerstone Christian Booksellers (Snellville, GA)

Notes:



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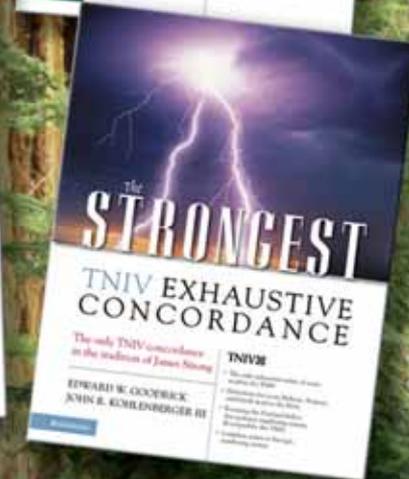
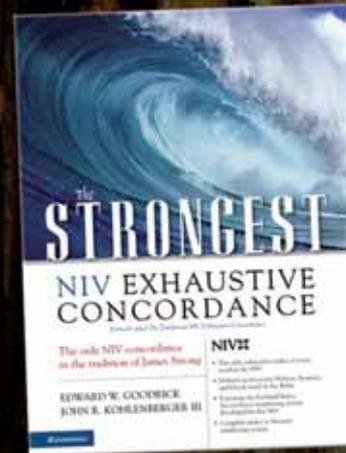
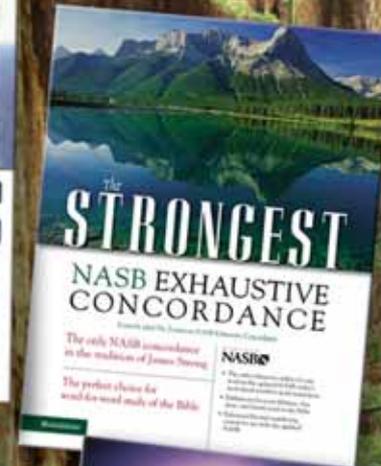
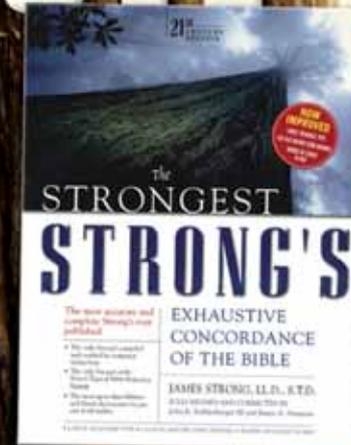
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JUNE 2005



1 John 3:1

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 Take down Memorial Day display T-shirt rework	2 Father's Day display up	3	4
5	6 Rotate Graduation display	7	8	9	10	11
12	13	14 Flag Day	15	16 Rotate Wedding displays	17	18
19 Father's Day	20 Move Father's Day product to sale table	21 4 th of July displays up	22	23 Order Back-to-School products	24	25
26	27 Summer Reading display up	28 Take down Graduation displays	29	30 Return Graduation cards		

MERCHANDISING TIPS

Summer Display:
Make a statement with your display at the front of the store. "We made a very large [ship's] mast for a summer display. Using muslin, we made it appear weathered and used it as a backdrop for a 'Footprints' product display."
—Don Boessel, Cornerstone Christian Book & Gift (Kissimmee, FL)

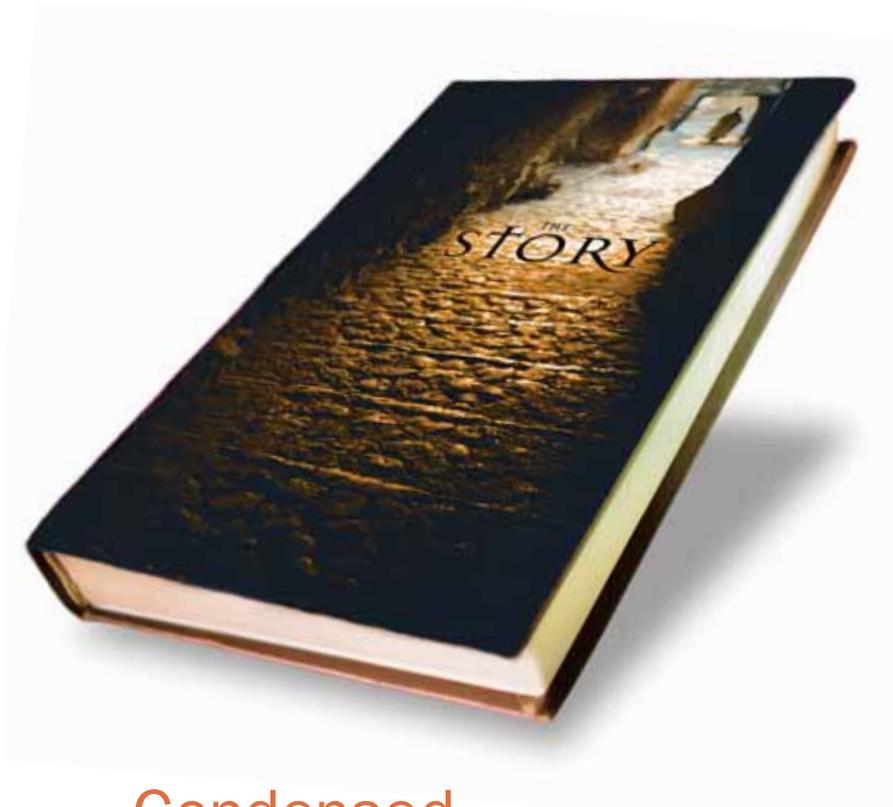
For graduates:
Consider putting the names of local graduates on a large poster. You may incorporate the list into a Grad display using it as a backdrop or a scroll.

MARKETING TIPS

Summer reading programs:
To promote your summer reading club or start a children's book club, "parents can purchase a book per month at a 20% savings and receive a free book (from your selection) on a child's birthday."
—Evelyn Curtiss, Word of Life Christian Book Store (Los Angeles)

Notes:





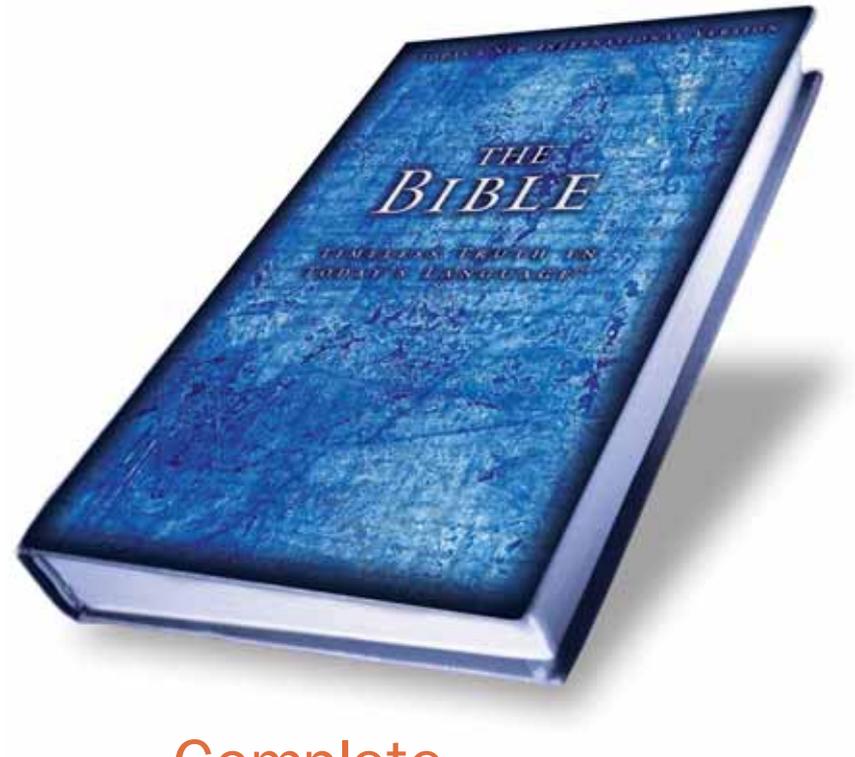
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JULY 2005



2 Chr. 7:14

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 T-shirt re-work* (see January Merchandising Term)	2
3	4 Independence Day	5 Move 4 th of July products to sale table	6	7	8	9
10	11 Back-to-School displays up	12	13 Order fall Sunday school curriculum	14	15	16
17	18 Christmas in July Sale	19	20	21	22	23 Christmas in July Sale ends
24	25 Summer Inventory-Clearance Sale	26	27	28	29	30 Summer Inventory-Clearance Sale ends
31	Notes:					

MERCHANDISING TIPS

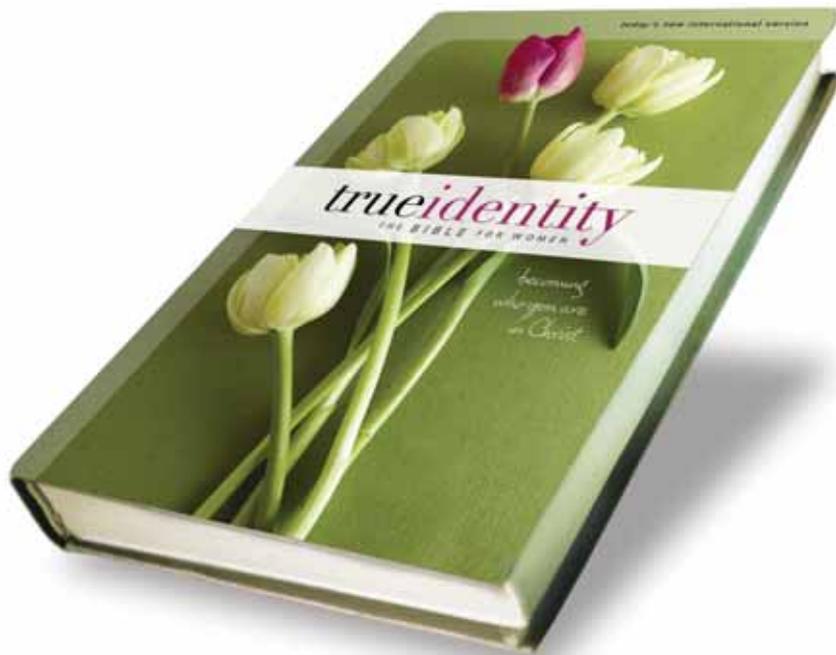
If you use silk flowers for displays, invest in new flowers once or twice a year. Change colors or designs each season. If you're in a marketing group, try to coordinate with the posters and merchandising kits in your catalogs.

MARKETING TIPS

Annual July Coupon:

Mail coupons to all your customers. We use 40% off any regular-priced item and 20% off any sale-priced item. Using a half sheet of 8½ by 11 paper, we put store information and the coupon on the label side. Then we feature a product from a company that co-ops the mailing cost with us. Since they have the entire back side, they usually co-op 50/50 with us for printing and mailing costs. We run the coupon for the first two weeks of July. We've done this successfully for years. —*Sherri Litza, New Covenant Christian Supply (LaPorte, IN)*

Calendar by *SHERRI LITZA*, owner of *New Covenant Christian Supply (LaPorte, IN)*.



Asks for directions.

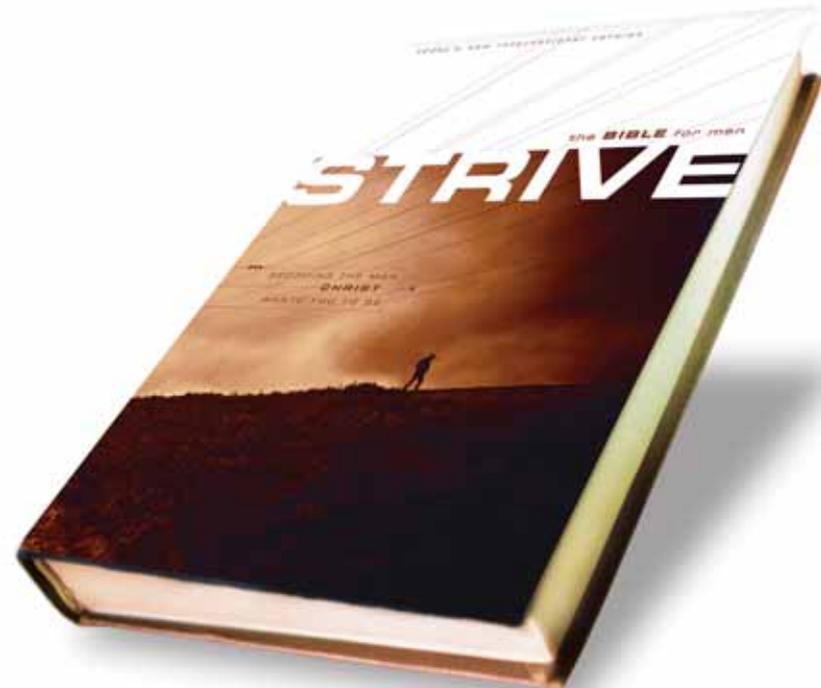
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