

Show It Off: Merchandising Your Library on a Shoestring

Merchandising Encourages

Use of materials through attractive display



Permanent Merchandising

- Popular items
- Critical mass
- Biggest impact on circulation



Successful Library Merchandising

- Full displays
- Colorful, attractive items
- Variety of covers
- Visual balance
- Use current shelving
- Easy to maintain



Use Shelving for False Walls



Merchandising is everyone's job!

- Displaying our collection makes the best use of our tax resources, our collection, our building and our people
- It's everyone's job to keep the library displays looking good...every day, all day



Enhance New Books Zone

- Define "new" as longer
- People "shop the shelves"
- Highlight a *critical mass* of new and popular books to for a feeling of abundance



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Temporary Merchandising



- Older items
- Communicates a single message
- Designed to be easily changed

Simple Things to Start Today

- Use front door to enter
- Sign audit
- De-clutter
- Add WOW with color
- Work on “power paths”
- Weeding is merchandising



Do a Walk-Through and Ask...

- How can we display popular collections?
- What would I like to change?
- What's on my wish list?



Take a Retail Field Trip



Take a field trip to Target, Staples, book and grocery stores

Ask everybody

Remember



Willingness is more valuable than money

Other Resources for Library Staff

- *Why We Buy* by Paco Underhill
- *How Buildings Learn* by Stewart Brand
- *Merchandising Made Simple* by Jenny LaPerriere and Trish Christiansen
- *Merchandising Strategies* DVD
www.lvn.org (Library Video Network)