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)