

Top Tips for Bookshop Booksellers



Every store has a story. Our most successful booksellers shared the tips and tricks that have made their Bookshop pages so popular.

1. Set up shop.

Add your banner image, logo, and a brief description of your store. (You can use the same banner and bio you use on other sites, like your Twitter or Facebook page.)

2. Love it? List it.

Make lists that reflect your store's unique personality. Add a descriptive header, a photo, and a creative title to make your list stand out.

- + **Choose a title that translates outside of your community.** Rather than "Local Authors," try "Brooklyn Authors We Love."
- + **Make your title search-friendly.** Reflect the wording someone would use to search for your list. (It's unlikely people are searching for "We Love These Books," but quite a few are searching for "Black Women Writers.")
- + **Think of lists like your store's displays.** Draw from your shelf talkers and end caps. Re-create your best-loved tabletop displays.

3. Spotlight yourself.

Have a static link to your Bookshop prominently displayed on your homepage, Instagram bio, Facebook button, and anywhere else customers interact with you. Make it simple to find and support your shop.

4. Share yourself.

Link to your Bookshop page and lists regularly on social media and in your newsletter. Don't be shy: let customers know how easy it is to order online through your shop!

5. Keep it fresh.

Maintain your page at least once a month: tune-up your lists, check your sales info, collect new customer contacts and add them to your mailing list.

**The more your Bookshop reflects your store, the better.
Follow these easy tricks and make Bookshop work best for you!**