

Display Book-Related Collectibles in Your Store

by Stephanie Bond

One way to stimulate interest in books is to display collectibles related to books in your store. Ask employees and customers if they have items of interest and feature the items in a special case or at the counter. What kinds of collectibles are we talking about?

- First and foremost, books themselves. You're bound to find someone with a beloved collection of children's books or a first edition of an important book, or a book of special interest, such as a misprinted book that is rare, or an advance reading copy.
- Bookmarks are popular collectibles, especially among romance readers. Many publishers and authors give away bookmarks to promote upcoming titles, and some of them are quite lovely.
- Similarly, bookplates are very collectible. Bookplates aren't as prevalent as they once were, but are beautiful and interesting souvenirs.
- Manuscripts hold great interest to readers—if you have published authors in your area, perhaps one of them would be willing to lend you a copy of the original manuscript of the book, which you can display with the actual printed book.
- Cover art is amazingly popular, and growing more and more rare as computer-generated graphics and stock art replace the lush paintings and drawings that were standard in the previous decades.
- Promotional items tied to books are very popular collectibles—publishers and authors routinely give away T-shirts, buttons, jewelry, candy, stuffed animals, desk accessories, and an endless variety of other items to promote an author or a certain book.

If you think exhibiting book-related collectibles would help to set your store apart, put out feelers...you'll be amazed at the things that book lovers find and hang onto! And you might even find an expert in your vicinity who can come to your store and speak on certain collectibles. Fostering interest in book and book-related collecting will more closely tie readers to books...and to your store! ~**SBond**