

Launch a Reader of the Month Program

by Stephanie Bond

If you are blessed with lots of regular customers, consider initiating a Reader of the Month program.

- Ask employees to nominate customers.
- Spotlight the Reader of the Month in your newsletter, website, or create an in-store display.
- Take a picture of the customer in your store (preferably in front of something with the store's name on it).
- Conduct a short interview and ask questions such as their favorite book, or a book that changed their life.
- Find out what they're reading now and what's on their "to be read" pile.
- Ask the Reader of the Month to submit a review of a book they'd like to recommend to other customers.
- Present the Reader of the Month with a certificate and maybe a discount on a purchase.
- Post previous Readers of the Month on a bulletin board.

In an economy where your product is a commodity that can be purchased many places, you have to be innovative and proactive to create and reward regular patronage. Launching a Reader of the Month program is one inexpensive way to honor and thank those loyal customers. ~**SBond**