

# ***SUMMER SALES MERCHANDISING***

**by Stephanie Bond**

Ah, summer! Road trips, airplanes, resorts, pools, beaches. While on vacation, people who don't normally read romance novels, read romance novels. And people who *do* normally read romance novels, read a lot more of them. Here are a few ideas for you to capitalize on vacation read sales:

- Post a floor sign near the entrance that says, "Yes, but do you have enough romance novels to get you through the summer?"
- Set up vacation props in your romance section: travel posters, suntan lotion, beach umbrellas.
- Offer a 'beach read' special—a tote bag, beach towel, sunglasses, and three romance novels for one price. Or perhaps offer a 'buy four, get one free' special.
- Put up a sign in the romance section that says: "We have as many summer romances as you can handle." or "How about a happy ending this summer?"
- Offer a discount coupon to customers who send the store a postcard from their vacation destination telling which romance novel they're enjoying. Display the postcards on a bulletin board in your romance section.
- Offer a free book to the customer who brings back the most well-traveled romance novel: covered with destination stickers, swollen from being dropped in the pool, greasy from suntan lotion, dog-eared to mark the best scenes, stained from tropical drinks, et cetera.

Have fun, and happy selling! ~**SBond**