

UNIQUE WAYS TO DISPLAY ROMANCE NOVELS

By Stephanie Bond

You know the magical effect of reading romance novels, but how do you turn customers into converts? Bombard them with the message that romance novels are good for the body and good for the soul. Change your displays often to drive home the good news. If you're short on creativity, time, and budget, maybe one of the following display ideas with everyday props will work for you:

- Drag in an old stepladder from the stock room and stack books on the rungs. Attach a big sign on top that says "Fix Your Bad Mood—Read a Romance Novel."
- Give a plant stand a new life by arranging novels around the plants and adding a sign that says "Grow More Romantic Overnight with a Romance Novel."
- Set up a doll bed and prop a romance novel on the pillows with a sign that says "Romance Novels—the Second Best Reason For Missed Sleep."
- Use an old baker's rack to display lots of romance novels in conjunction with another favorite pastime: cooking! Add a few aprons, some wooden spoons, and a sign that says "We're Cooking up a Good Romance."
- If you need more wall displays, don't discount peg board with movable shelves, or even sheets of wooden lattice with silk ivy entwined all around.
- Open an old suitcase on a table, pile it full of romance novels with a sign that says "Get Away with a Romance Novel."
- No floor space? Try hanging things from the ceiling to hold special books, like tiered wire fruit baskets.
- Don't overlook corners for extra display space. Those new instant corner shelves are inexpensive and movable.
- Drape an old quilt around a comfy chair with a sign that says "Curl up with a Romance Novel on a Cold Wintry Night."

(continued)

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- Post a sign by the checkout counter that says:

To-do list:

- Run the carpool
- Shop for groceries
- Fix dinner
- Do laundry
- Read a romance novel

(Make the last item a different color with a BIG checkmark, and don't forget to put a selection of romance novels on the counter!)

- Place a basket of real or phony apples in your romance section with a sign that says, "Forget Apples—Romance Every Day Keeps the Doctor Away."
- Gently remind customers that they can help you to grow the romance market. Print up bookmarks or T -shirts with the message, "Share the wonderful world of romance novels with a friend." ~**SBond**

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