

TOP 10 TIPS

for increasing your Book Fair sales

2

Request a Booktalk! [In-a-Box]

Get a sneak peek at some of the latest books coming with your Fair. Ask your Book Fairs Consultant for more details.

3

Involve Your Faculty

Give teachers suggestions on how they can participate before and during the Fair.

4

Send a Letter Home

Let parents know when the Fair is coming and explain, by purchasing books, they help add needed resources to your school.

5

Hold Student Previews

Use the Student Wish List located on the back of the Highlights flyer so students can record their favourite books.

6

Use the Promotional Allowances

Generate excitement before and during your Fair with contests, incentives and activities.

7

Offer the Classroom Wish List Program

Grow classroom libraries by inviting parents to purchase books for their child's teacher.

8

Create a Hot Picks Table

Display the books we provide (from Highlights flyer) on a table. You can add your favourite titles, too!

9

Host a Family Event with Extended Hours

Invite parents to share in Book Fair fun while choosing books with their children.

10

Accept Credit Cards

Fewer people are carrying cash so make payment easy by accepting VISA, MasterCard or American Express.



SCHOLASTIC

Read Every Day. Lead a Better Life.