

Stealthy Yet Effective Notes from Table Talks

- Displays for Days Notes:
 - Display Ideas:
 - Books about Trending Podcasts
 - Past Best Sellers (take those from the older NYT Lists)
 - Books from the Bottom Shelf Display
 - Staff Picks from across the entire library
 - Bookmarks in Display Books that Read, “Jennifer Picks” etc.
 - Reading with My “Peeps” during Easter
 - Book Club Readalikes for the current selection on Fiction Endcaps
 - Pop Up Displays in different locations
 - Tornadoes
 - Hot Picks for New Books
 - Pink Titles are a Yes!
 - Green Titles are a No!
 - Barrington does BIG book displays
 - Books You might have Missed
 - Displays for Mystery
 - Bookshots Displays
 - Location Matters
 - Broad topic displays are best
 - Nonfiction often doesn't move as well as Fiction
- Sell It In The Shelves: Shelf Talkers!
 - Write It:
 - Keep it to 3 sentences or less.
 - End with a question
 - Coordinate the cover to your verb/adjective usage to help decide what to highlight
 - Always put your first name/title on the shelf-talker, as patrons will follow their faves
 - Some libraries even put pictures--LOVE that idea!
 - Make It Easier On Your Staff:
 - Don't change it weekly--keep it more low key at changing your shelf talker once per month.
 - Even if the title gets checked out, leave it on the shelf. Maybe the author has another book that would be good!

- Also consider moving the shelf talker to another version of the book (Large Print, Audio, Graphic Novel, etc.) to widen your array of recommendations.
 - Make sure to TELL the staff member if you've moved their shelf talker!
- Provide a template with multiples for your staff to fill out. That way, people can do more than 1 at a time (ITPLD's has 3, for example).
 - Staff can do them all for the whole year, if they'd like.
- Keep Statistics:
 - Use a Google Form to ask staff to enter where they've put this month's shelf talker.
 - Google Form will create a Google Sheet of answers for easy tracking to see who has done it and keep a log.
 - Have one person go out and make sure that they can find the shelf talker to create accountability.
 - Once per week, go through the list of Shelf Talkers and see which ones have been checked out.
 - Send an email of congratulations right from the form by using the **Form Mule Add-On** on Google Sheets.
 - Let the person know in the email if you've moved their Shelf Talker to an alternate version of the book (started in Fiction, then moved to Large Print, for example).