

## 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).