

Easy Book Displays

Compiled by Karen Whiting and Angela Breidenbach

Check out photos of many of these ideas at: <https://www.pinterest.com/canauthors/can-author-book-displays/>

- **Changeable backdrops for book stands**

Use a circle of wood, heavy cardboard, file folder, or foam board. Set it behind a book on a bookstand. Attach decorations with pins, Velcro, or double-sided tape to reuse the backdrop. Decorations can be stickers, little toys, wood shapes, etc. Let them extend beyond the frame for dimension.

- **Stuffed animal holding small book**

Use a stuffed animal, larger than the book and the same color. Stand a few books upright next to the animal. Let the animal's paws hold the featured book. *Idea from **Diane Stortz**, author of *Words to Dream On*. <http://christianauthorsnetwork.com/diane-stortz/>

- **Unusual containers**

Colorful beach pails, teacups, and mugs can be used next to a book to hold promotional materials. The contents can easily be changed out to feature other books. Use skewers with stickers or toys (little cars, mini animals, tools) at the end and stick into the container. Add a sign to one of the skewers to advertise the price or mention a special gift related day (Father's day). The beach pails can contain related supplies such as garden tools, seed packets, and gloves with a book related to spring or gardening. Buckets can contain craft supplies and sample crafts related to a craft book. Or fill a container with reading accessories such as cocoa mix, marshmallows, and a small pillow for a cozy mystery during winter; or sunglasses, sunscreen, and lemonade mix for summer. *Idea from **Katrina Cassel**, author of *Promises for God's Princesses*. <http://christianauthorsnetwork.com/katrina-cassel/>

- **A great lineup**

Print book covers to hang on a line for a great display. Attach them with clothespins and hang across a store window, back wall, or between rows of shelves (high enough for people to walk under. Or leave extra room at the top before cutting covers to fold over and hang on the line. It's easy to change out covers and display the newest books without needing to change the rest of the display.

- **Make it fun**

Consider cute expressions with simple decorations:

**Season's Readings* with books inside a stocking or beside a tree made of stacked books and Christmas lights.

**Localized Fun* with books by local authors and their photos. Add a quiz to see what people know about the local writers.

**Wheel Good Books* and decorate with toy tires or pictures of tires. Add a plate of dark colored sandwich cookie wheels.

- **Themes**

Reflect the themes of books like princess books with a castle display.

*Transform a table into a castle with silver skirting and stacking books into a castle shape by layering silver wrapped boxes.

*Cut shapes to slide between books on shelves, especially in the children's area like animals leaping, vehicles, and sport equipment. Slide them in partway to make it look like the objects are flying off the shelf.

*For mystery books use wide masking tape to create a dead body outline with head disappearing under table or bookcase. Add yellow tape with words crime scene across shelf or table edge.

- **Transform a book table into a large animal character**

Use skirting to match the skin/fur coloring of an animal. Cover boxes in the same color. Stack to make the animal's chest and head. Add facial features and ears to the top box for a head (or top table with a pillow pet for the head). Stack books on tables related to the animal/season such as books on sheep and/or Easter would display on a sheep character table. Thanksgiving and autumn related books would display on a turkey table.

- **Use objects from home**

Use an umbrella to top a table with a sign, "Showers of blessings", to display books on blessings and gratitude. Set it in a pail with brochures, cards, or candles to hold it in place. Or cover the pail opening with a cotton cloud to hide rocks/weights. Hang crystal beads on clear fishing line to look like rain falling off edges of the umbrella.

- **Best sellers**

Hang a calendar with a sign saying This Month's Best Sellers. Hang book covers of some of the month's best sellers below the calendar.

- **Use a Christmas village/nativity set to display historic fiction**

Those Victorian Christmas villages or nativity sets can be part of a display for historic fiction or Christmas books. Click into this [Pinterest photo](#) to see one created as a craft project using doilies, twigs, a little house, and an old book with pages folded inside to hold bookmarks. Thanks to bookstore owner, Danni Schneidt-Hill of Promises Cottage, for this display featuring *Snowflake Tiara* set in 1889 as Montana becomes a state.

*Idea from Angela Breidenbach, author of *A Healing Heart* (Quilts of Love fiction) and *Snowflake Tiara*. <http://ChristianAuthorsNetwork.com/Angela-Breidenbach/>

- **Use your customer's photos**

Ask customers for photos of them reading or reading a book to a child they purchased at the store. Set them in frames to display or pin them to a bulletin board. Add a sign, "What our customers are reading".

- **Use china tea sets**

Create tea settings and display a variety of books that characters drink tea. Scatter various flavors of tea boxes around the display, using them to build height and texture. Add long gloves, feathers, and embroidery circles/thread for historical fiction.

- **Use clocks and time pieces**

Clocks and timepieces are perfect to build a display around mysteries, thrillers, time travel or mix in non-fiction books on time-saving or managing time. Layer in watches you might like to sell through the display. Create a special bundle with books, watches, and daytimers.

- **Build campfires**

Summer isn't only camping season, it's also s'more season. Build a campfire out of old wood around a small fan that blows orange and yellow cellophane. Be sure to pop some marshmallows on long twigs and set over your "fire". Display books on family activities, nature, or fiction with characters that experience the wilderness as in many youth/YA novels.

- **Display your employees' favorites each month**

Allow your employees to "check out" books to read. Train them to be careful on handling the book, so it can still be sold, and to write a short review. Post those on decorative paper on the bookcase near the book or have them create a display to feature the book and their review. Keep the previous reviews on file for reference by anyone later.

- **Use items you want to sell to layer with books.**

Contemporary fiction characters have hobbies, styles, jobs...use those novel characteristics to build a display around the character from the book. Does the character love coffee? Display special mugs, coffee flavors, and run a contest for a gift card (if you have a coffee bar). Does the character cook certain foods? Build a kitchen gadget display around the book. Be sure to include a recipe from the character. CAN authors will often have one or can write one especially for your display. Then choose whether you'll offer free recipe copies or suggest customers snap a pic on their smart phones. They'll love it!

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