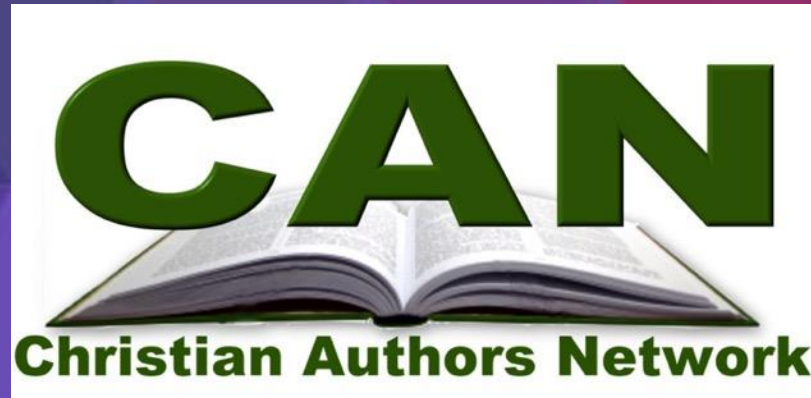




CBA's International Christian Retail Show 2015

expect >>



Engaging the Community in Your Store

Part 1: ChristianAuthorsNetwork.com

Part 2: Mon. 4:30 pm, Room W304F
Don't miss Tuesday—Technology to Build
Community Interaction in Your Store

Angela Breidenbach

ChristianAuthorsNetwork.com/Angela-Breidenbach/

Angela, the CAN president, is the captivating radio personality on Grace Under Pressure Radio debuting on iTunes this July. She creates laughter with Muse & Writer. A Healing Heart, Abingdon Press, will soon be an audio book!



Engaging Your Community Trainers, Part 1

- Angela Breidenbach—Facilitator & Facetime Grandparents can connect w/distance grandchildren
- Karen Whiting—Missions language translator apps
- Carol McAdams Moore—Pinterest
- Angela Breidenbach— presenting for Kathy Howard, Small Group Leader Training



**Retailers: Remember your
gift from CAN booth 814!**
One per store till gone!

Facetime is Fun!

**Invite a CAN author to
teach an app or hobby.**

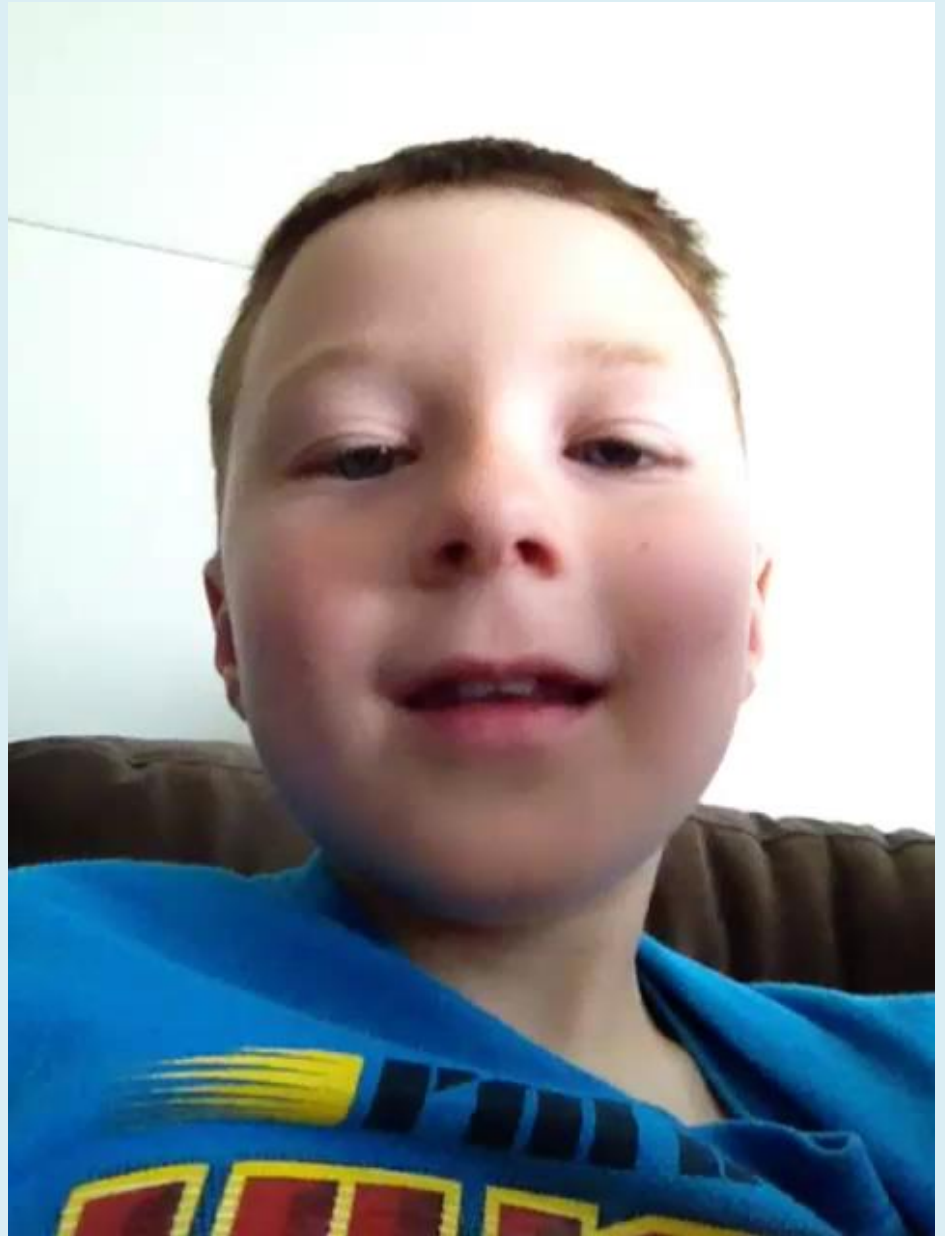
**Wake up calls from
grandchildren...**

Marketing idea sample:

Come learn Facetime...

Send a video message...

**Learn smart phones
part 1, 2, 3 ...**



Karen Whiting

ChristianAuthorsNetwork.com/Karen-Whiting/

Karen Whiting is an award-winning author of nineteen books. She writes to grow tomorrow's wholesome families today. Her newest release is *The One Year Devotions for Active Boys*.



Engaging Mission Trip Participants



Language Translators

- Easy to use
- Recommended:

① Iphone:
iTranslator

② Google:
Android
Voice
Translator



Become the Resource Central for Short-term Mission Participants



- Training: usage of language translating apps
- Create book fund raiser opportunities
- Provide tips for mission trips
- Encourage participants to journal
- Plan a post trip gathering to
- share experiences



Book Fundraisers

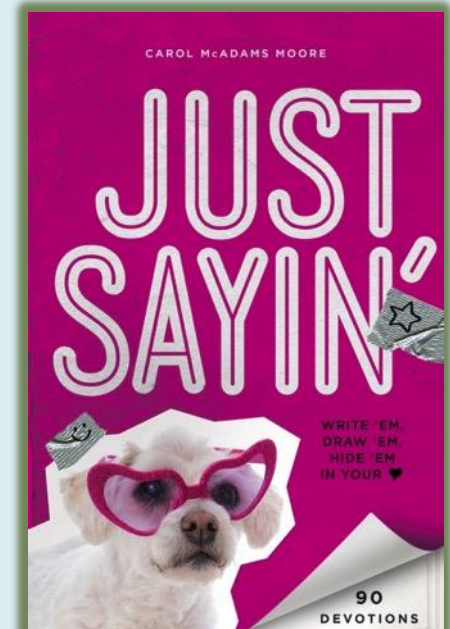


- Participants sell book bundles & receive % toward trip
- Sampling of bundle books related to missions
 1. Connect cultures with fiction: (Jeanette Windle, Kay Marshall Strom)
 2. Whys of serving: Falling in Love with God by Bob Hostetler
 3. Global perspective: Praying the News by Craig von Buseck
 4. Helping family understand: Parents of Missionaries by Diane Stortz

Carol McAdams Moore

ChristianAuthorsNetwork.com/Carol-McAdams-Moore/

Award-winning author and CAN PR director, **Carol**, writes for preteens. Her devotionals, *Dare U 2 Open This Book*, and *Just Sayin'*, released from Zonderkidz in Sep. 2014.



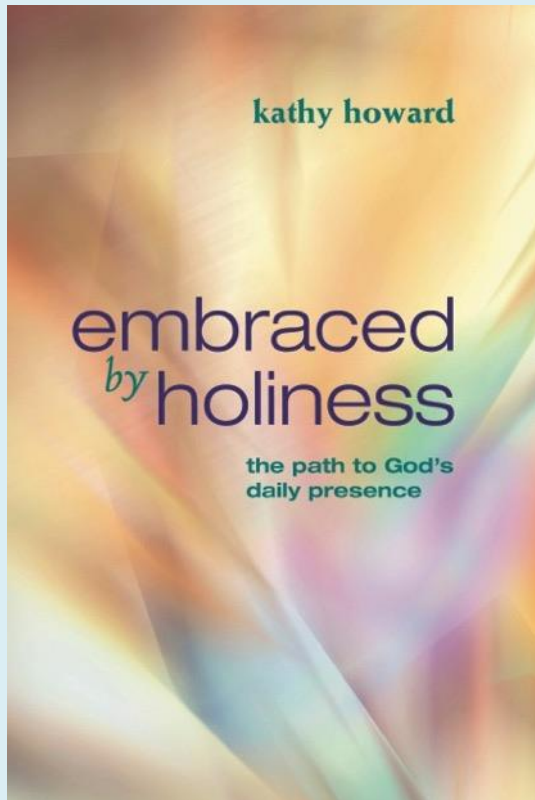
<https://www.pinterest.com/cmcadamsmoore/>

- What is Pinterest?
- Why use Pinterest?
- What should I pin?
- How do I get started?

Kathy Howard

ChristianAuthorsNetwork.com/Kathy-Howard/

Kathy encourages women to live an unshakeable faith for life by standing firm on our rock-solid God no matter the circumstances.

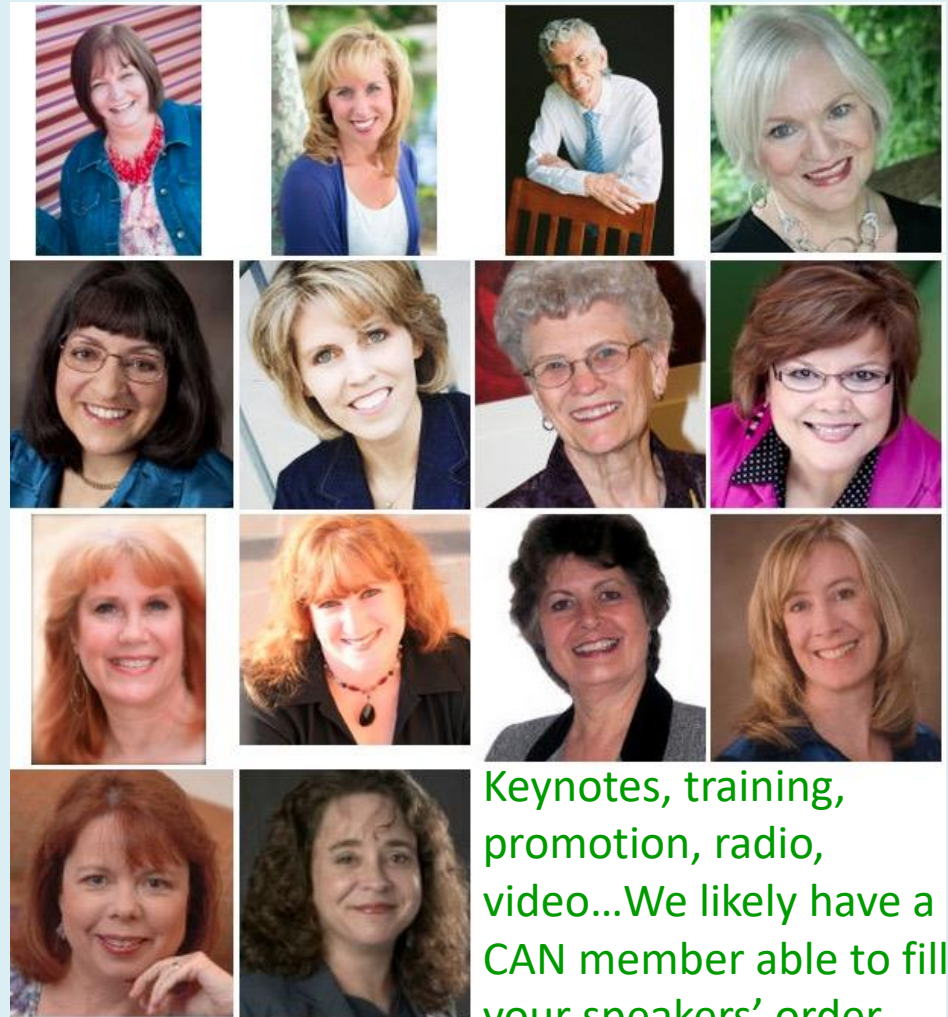


Please see the
Christian
Authors Network
website for
Kathy's handouts
on successful
small group tips.



Did you enjoy your speakers today?

Some of our CAN speakers. Just click on the photo to find out more about each person.



ChristianAuthorsNetwork.com/can-speaker-bureau

Tools for Retailers



Effective Use of Bag Stuffers

Stuffers:

- Bookmarks
- Flyers
- Social Media links
- Coupons
- Special announcements



- ## Using Bag stuffers to
- Get to know customers
 - Invitation to return
 - Connect customer to local events
 - Build relationships
 - Share about great books
 - Advertise specials

Time Management Tips



- Managing to do lists
- Accountability
- Retailing intentionally
- Retailing with Confidence
- Simplify life
- Realistic perspective
- Smart calendar approach

Awesome Author Events



- Mystery theatre
- Crafts for Kids
- Readings
- Interesting topics and relevant issues
- Author teas or coffee house evening
- Hobby and club connected authors

Holiday and Special Day Events

Taste of the season

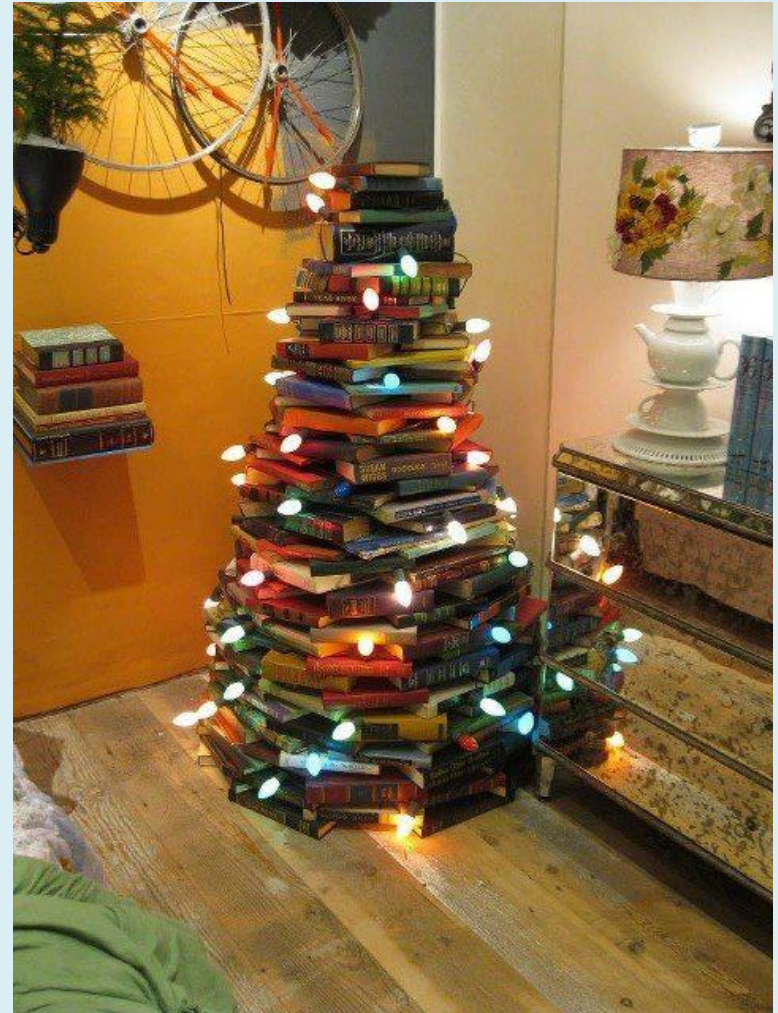
Monthly themed
displays

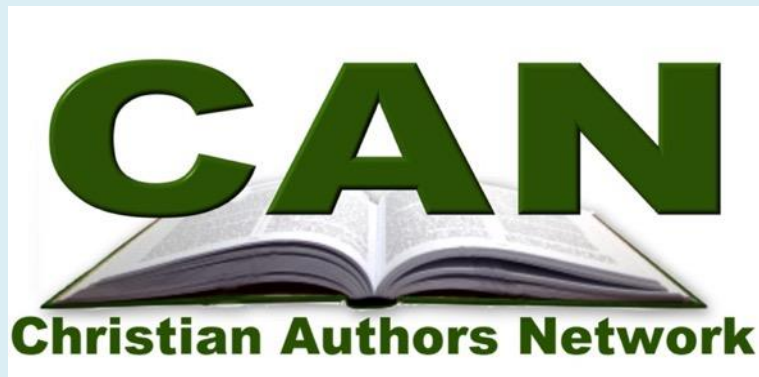
Seasonal music and
caroling

Books related to special
dates on display

Make every day a
special day

- Coupons
- Celebrate the date





Blog

Monday: encouragement and inspiration

Tuesday: New releases

Wednesday: Marketing and speaking

Thursday: Interviews with CAN authors

Friday: The writing craft



Engage Your Community

- 1 Corinthians 13 retailer
- Host local librarians to see new product
- Start a book fair
- Let youth groups hold bake sales
- Provide book bundles for short term missionaries to sell to raise support
- Host engagement party
- Post community news
- Hold sing-spirations
- Host book clubs
- Recruit volunteers



Tips for Child Friendly Stores

- Kid's corner
- Reading hour
- Activity sheets
- Pajama day
- Teddy bear day
- Video trailers
- Youth book clubs
- Kid's craft and exploration parties
- Scavenger hunt
- Do a child eye level check



Easy Book Displays



Social Media Tips

- Fresh content
- Friendly cover photo
- Share from author sources
- Reply to comments
- Post regularly
- Use photos
- Post products, customers, events



Engaging Your Community Trainers, Part 1

Q & A

- Angela Breidenbach—Facilitator & Facetime Grandparents can connect w/distance grandchildren
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