



CBA's International Christian Retail Show 2015

expect >>



Engaging the Community in Your Store Part 2: ChristianAuthorsNetwork.com

Part 1: Mon. 9:00 am

Part 2: Mon. 4:30 pm

Engaging the Community Trainers, Part 2

- **Angela Breidenbach, CAN president—Facilitator Skype/Hangout with book clubs/recording/replays**
- **Janet Perez Eckles — Engaging the Hispanic Community**
- **Twila Belk & Cec Murphey— Clustering events, sponsoring events**
- **Angela Breidenbach presenting for Kathy Howard — Choosing the Bible Study for Your Small Group**



Retailers: Remember to pick up your gift from CAN at booth 814!

Pre-loaded with talks like these, tip sheets for readers & book clubs, etc. Also, an amazing array of speakers, including topics & contact information! One per store till gone!

Angela Breidenbach

ChristianAuthorsNetwork.com/Angela-Breidenbach

Angela is the captivating radio personality of Grace Under Pressure podcast debuting on iTunes in July. She's a speaker, author, and the Christian Author Network's president. News: A Healing Heart, Abingdon Press Quilts of Love Books is coming on audio!

Audio Coming Soon!



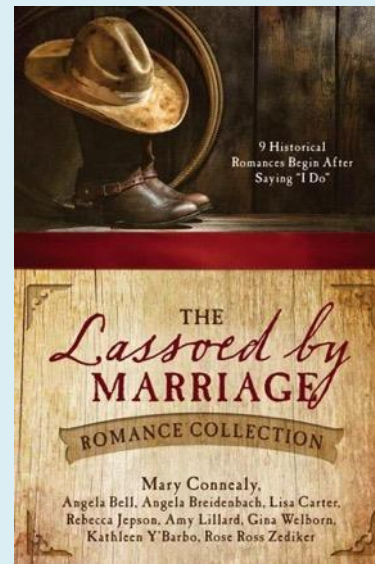
iTunes Podcast late

July!

GRACE UNDER PRESSURE
How to be a woman of...

- Confidence
- Courage
- Candor

with Angela Breidenbach



9 Historical Romances Begin After Saying "I Do"

THE Lassoed by MARRIAGE
ROMANCE COLLECTION

Mary Connealy,
Angela Bell, Angela Breidenbach, Lisa Carter,
Rebecca Jepson, Amy Lillard, Gina Welborn,
Kathleen Y Barbo, Rose Ross Zediker



QUILTS of LOVE

A Healing Heart

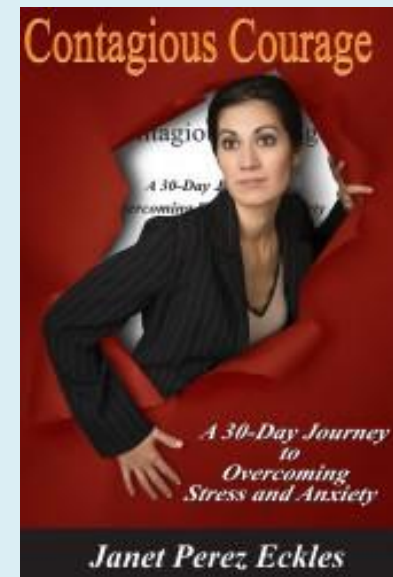
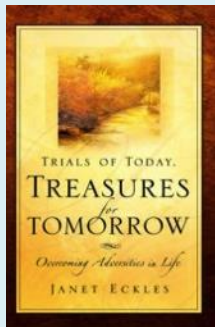
ANGELA BREIDENBACH

Janet Perez Eckles

ChristianAuthorsNetwork.com/Janet-perez-eckles/



With contagious joy in her voice, Janet shares profound insights from her own life and from her #1 bestselling book, *Simply Salsa Dancing Without Fear at God's Fiesta*, Judson Press, 2011. Her new release, *Contagious courage: Your thirty-day Journey to Overcoming Stress and Anxiety*.
“Cooking in the Dark!”



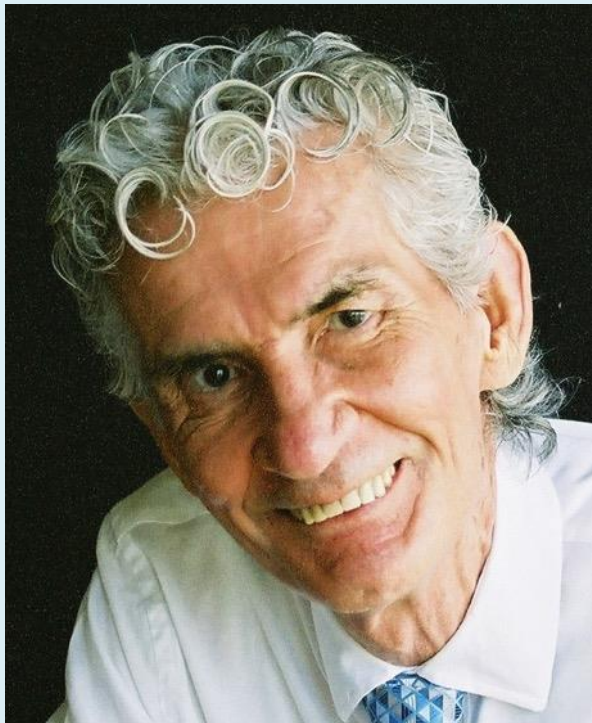
Engaging Your Hispanic Community



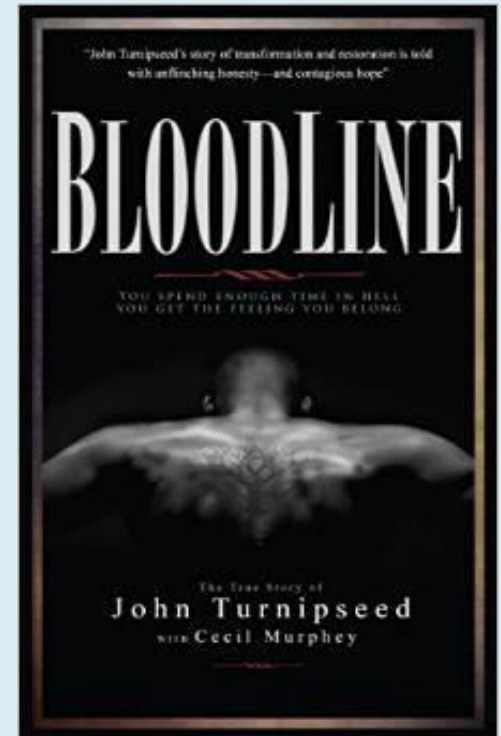
Cecil Murphey

ChristianAuthorsNetwork.com/Cec-Murphey/

Veteran author Cecil Murphey's more than 135 books have sold in the millions. Two of his best sellers are *90 Minutes in Heaven* and *Gifted Hands: The Ben Carson Story*.



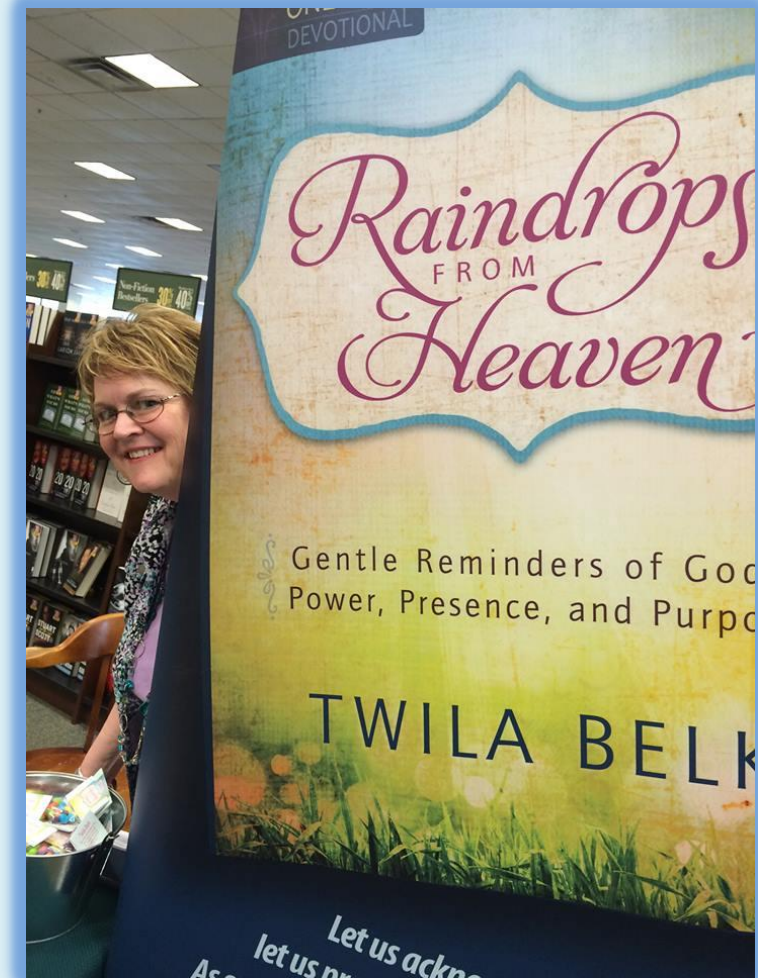
Cec & Twila will be signing together in the CAN booth #814 on Tuesday, 10-11 a.m.



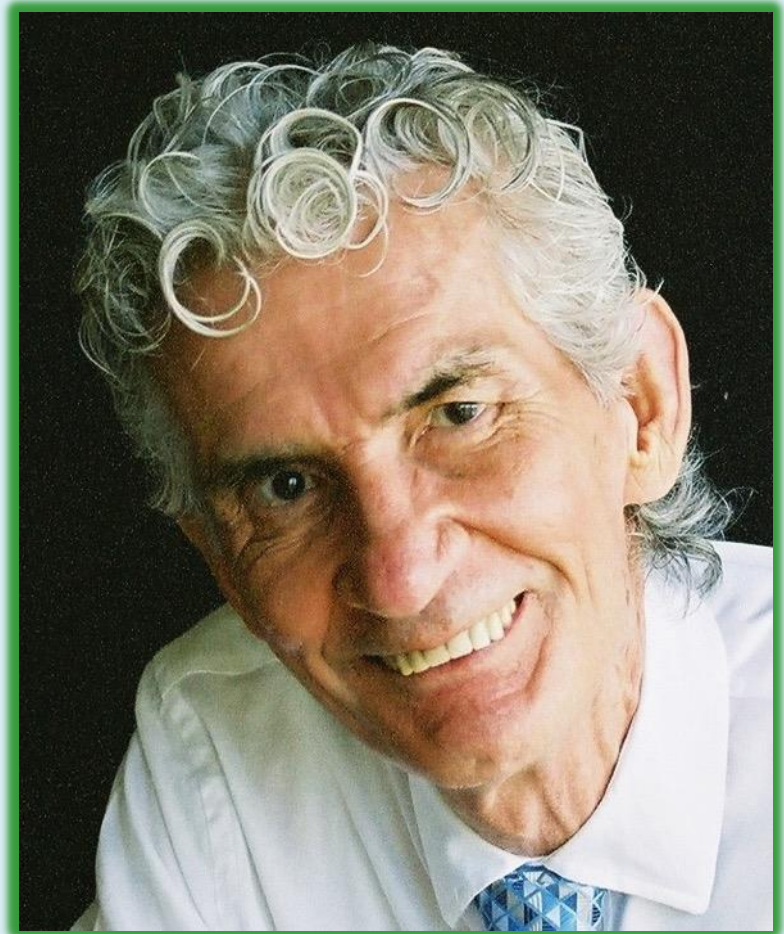
Twila Belk

ChristianAuthorsNetwork.com/Twila-Belk/

Twila Belk is a writer and speaker who loves braggin' on God. Her newest title is **Raindrops from Heaven: Gentle Reminders of God's Power, Presence, and Purpose.**



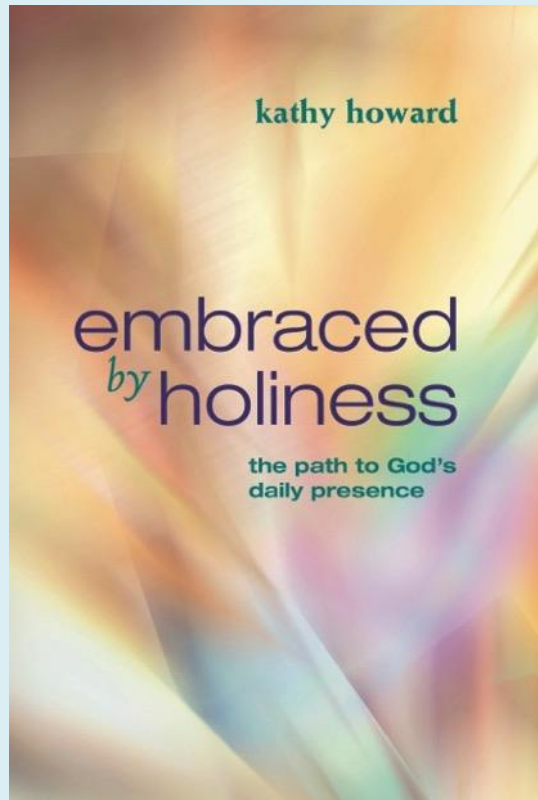
Clustering & Sponsoring Events



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.



Tips for Choosing Bible Study Material



Did you enjoy your speakers today?

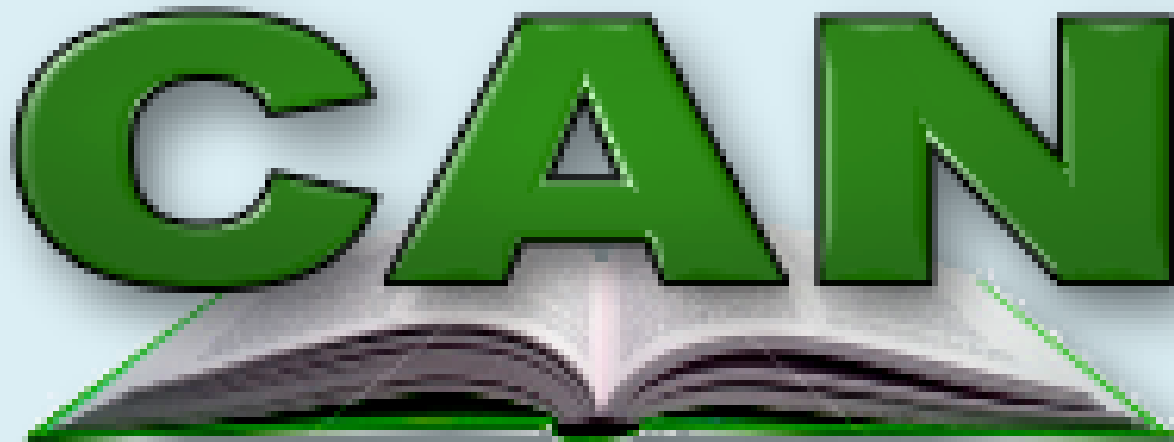
Some of our CAN speakers. Just click on the photo to find out more about each person.



Keynotes, training, promotion, radio, video... We likely have a CAN member able to fill your speakers' order

ChristianAuthorsNetwork.com/can-speaker-bureau

Tools for Retailers



Christian Authors Network

Effective Use of Bag Stuffers

Stuffers:

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



Bag stuffers:

- 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
- Simplify life
- Realistic perspective
- Smart calendar approach

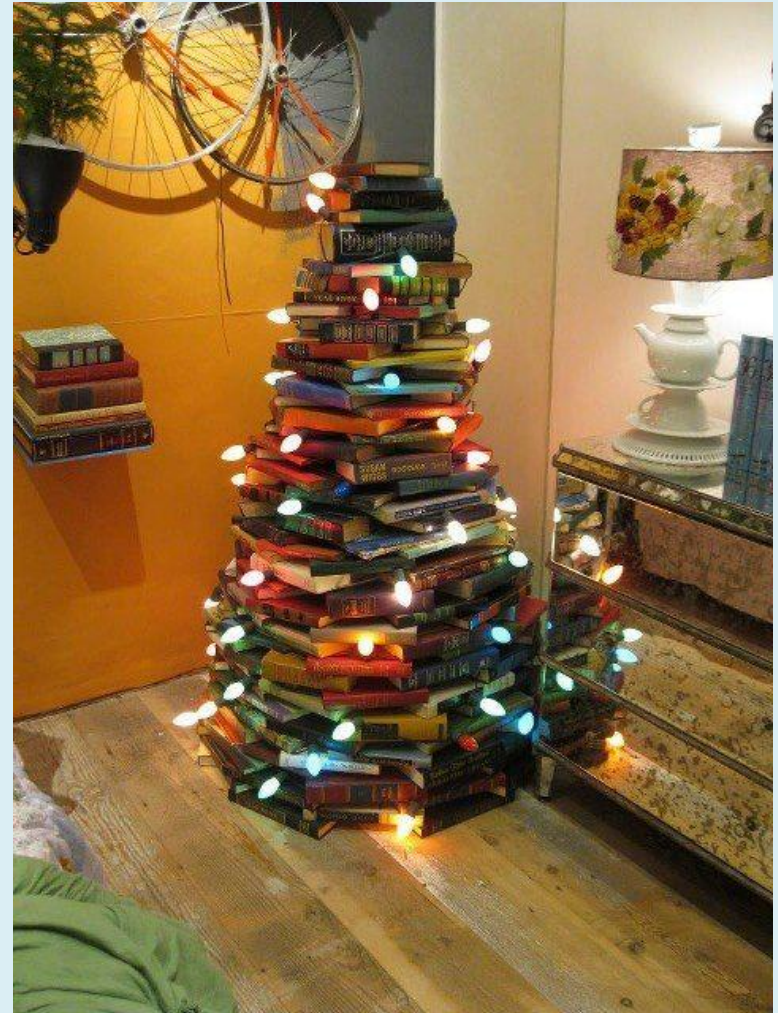
Awesome Author Events

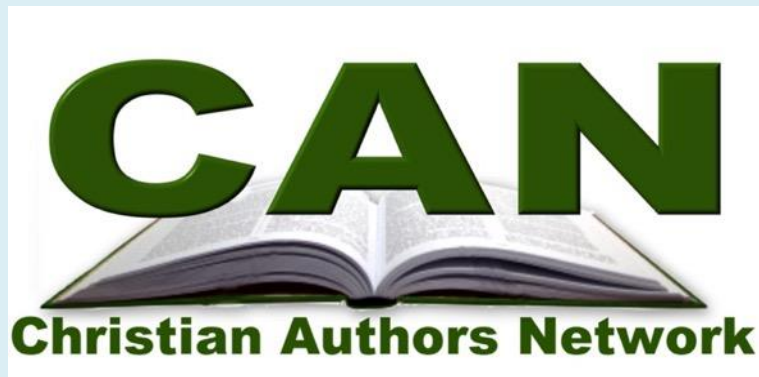


- Mystery theatre
- Crafts for Kids
- Readings
- Interesting topics & relevant issues
- Author teas or coffee house evening chats
- Hobby & club connected authors

Holiday and Special Day Events

- Taste of the season
- Monthly themed displays
- Seasonal music and caroling
- Books related to special dates on display
- Coupons
- Celebrate the date





Blog

Monday: encouragement and inspiration

Tuesday: New releases

Wednesday: Marketing & speaking

Thursday: Interviews with CAN authors

Friday: The writing craft



Engage Your Community

- Host local librarians to see new product
- Start a book fair
- Youth group bake sales/pair with fair trade coffee
- Provide book bundles for short term mission fundraisers
- Host engagement party
- Post community news
- Host book clubs



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



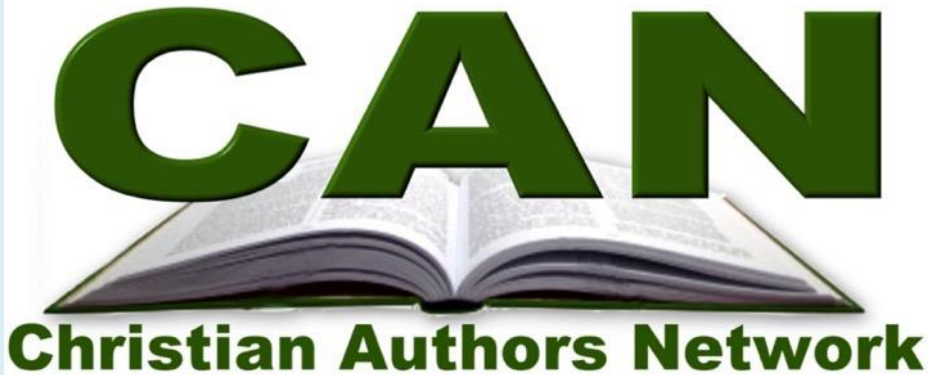
Easy Book Displays



Social Media Tips

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





**Remember to pick up
your flash drive at the
CAN booth #814**

Engaging the Community in Your Store

ChristianAuthorsNetwork.com

Room W304F

Part 1: Mon. 9:00 am

Part 2: Mon 4:30 pm

Coming Tues: Technology for Community Interaction

Part 1-Sun. 4pm, Part 2-Tues. 9am, Part 3-Tues. 430pm