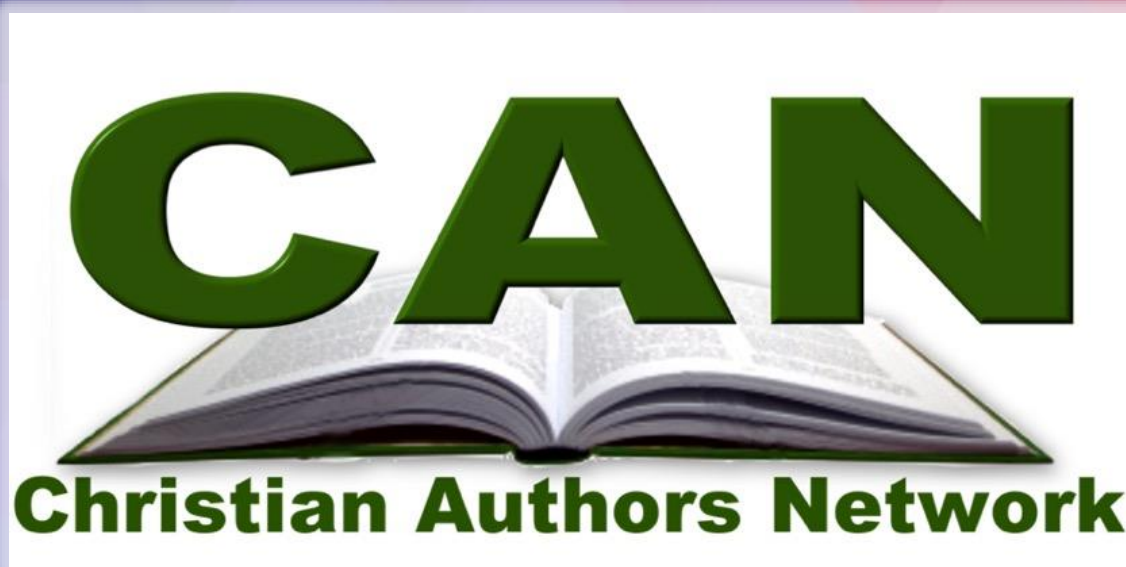




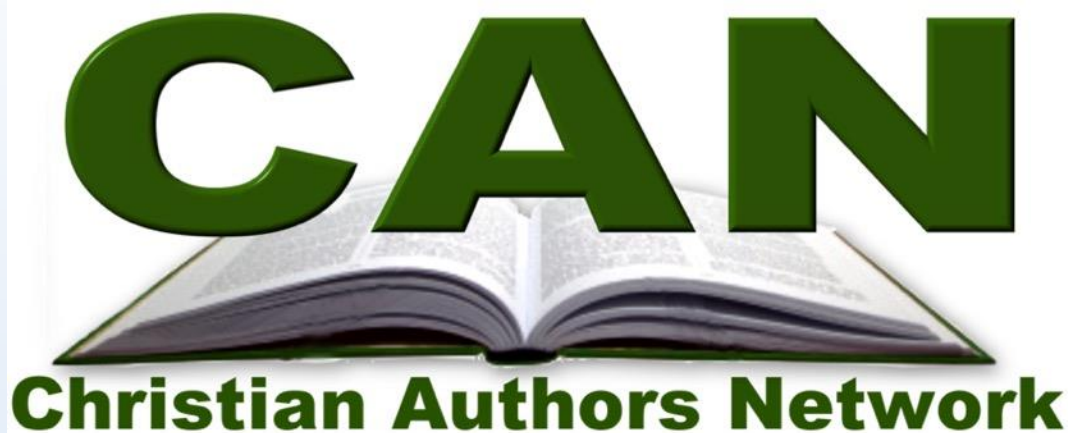
CBA's International Christian Retail Show 2015

expect >>

Visit the CAN booth #814 to meet
authors & pick up your free gift!



Part 1: Using Technology — to Build Community Interaction in Your Store



Presents:

**Part 1: Using Technology — to Build
Community Interaction in Your Store
ChristianAuthorsNetwork.com**

Part 1: Sun. 4:00 pm

Part 2: Tues. 9:00 am

Part 3: Tues. 4:30 pm

Tech Interaction Trainers for Part 1

- Angela Breidenbach—Google Hangout/Youtube/Skype/Facetime for virtual events
- Becky Harling—Facebook/Relationships
- Marti Pieper—How to connect missions kids to parents using Animoto/Facebook
- Janet Perez Eckles—Cooking in the Dark



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 the new Grace Under Pressure podcast debuting on iTunes in July. She's a speaker, author, retreat director & the Christian Author Network's president.

Coming to Audio!



Virtual Speaker Event?

Google Hangout/Facetime/Skype/Webinar

1) Find a speaker (CAN speakers love both in-person and virtual options.)

<http://ChristianAuthorsNetwork.com/can-speaker-bureau>

2) Choose the best option for both your store & the speaker.

3) Test the connection, speakers, mic, and viewing screen w/author.



Google Hangout

- 1) Google Hangout allows private or public hangouts (video conferencing). Any system.
- 2) Google Hangout can connect to Youtube to record. Once recording is auto-processed...
 - A. Make it private
 - B. Download/edit
 - C. Upload back to Youtube
 - 1) Choose viewing setting: public, password protected, private.
 - 2) Then imbed link on your website. Customers view it right there, staying on your website & new views on Youtube.
 - 3) All is social media compatible.

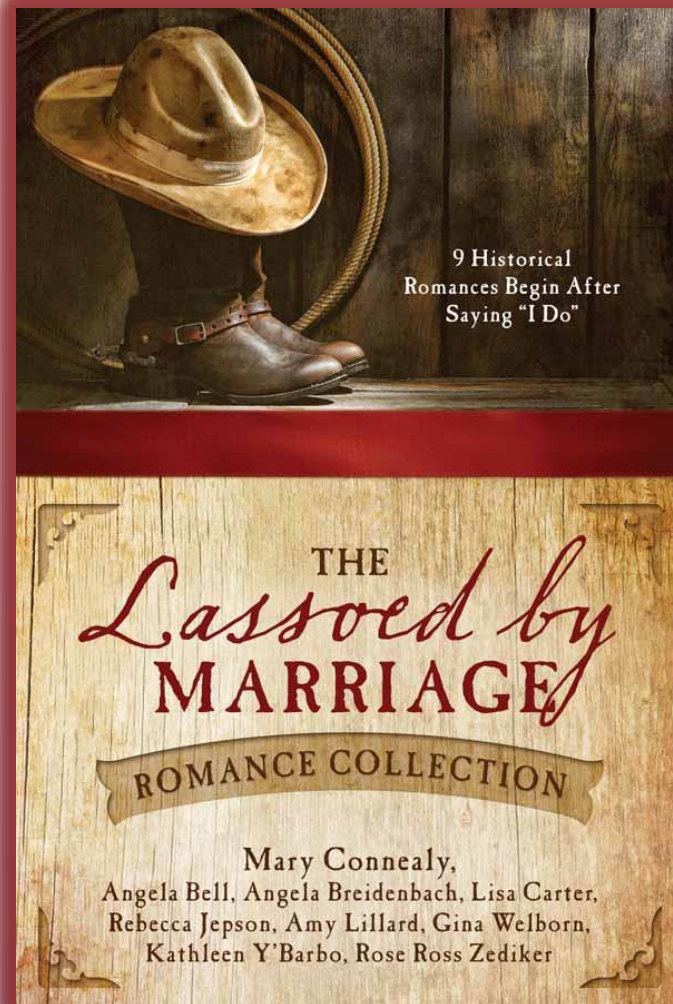
Facetime, Skype, Webinar

- **Facetime** (Apple) is a great free option w/easy setup for the techie challenged. Non-recordable.
 - One-to-one session.
 - Works internationally
 - Camera flip options
- **Skype** for anyone has similar ability.
 - One-to-one session or pay to upgrade.
 - Can purchase recording software
 - Type/text sidebar like Google Hangouts or webinar platforms.
- **Webinars** are mostly paid platforms, but offer recording and storage capability, large audience online, question/audience participation, moderation, pre-event sign-up on the platform. Much more techie experience required.

7 Tool tips for a great virtual event

- 1) Laptop w/Wi-Fi
- 2) Large screen TV/wall/or projection screen
- 3) Speakers
- 4) Audience microphone
- 5) Cables to connect laptop to TV or projector
- 6) Books to sell at event
- 7) Signed bookplates from the author for attendees

9 authors?
Great weekly series!



Becky Harling

ChristianAuthorsNetwork.com/Becky-Harling/

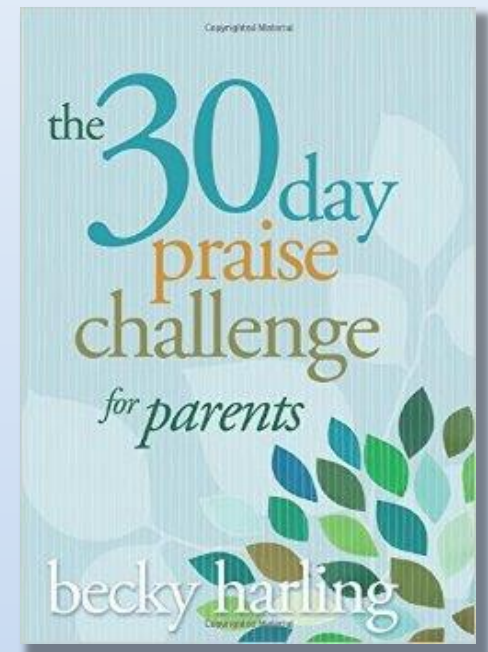
Becky helps women find hope through her inspiring messages and books so that they become more resilient, confident and joyful in any life circumstance. Thousands have changed their lives by taking *The 30 Day Praise Challenge* and *The 30 Day Praise Challenge For Parents*. Passionate, funny and insightful, she brings a transformational message to every audience.



Using Facebook to Build Relationship

By Becky Harling

- **The Foundation: Build Christ's platform – Ask yourself: How do I best reflect Christ on Facebook?**
- **The Vision: Cultivate Relationships**



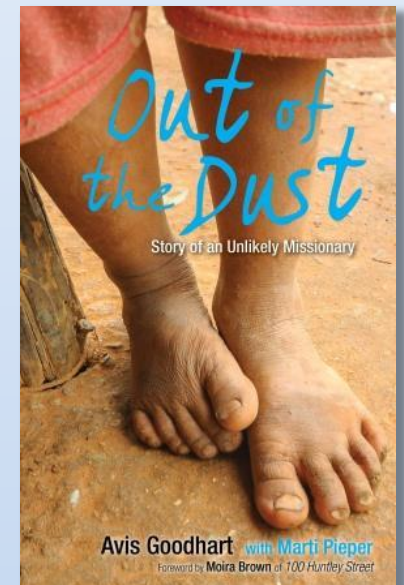
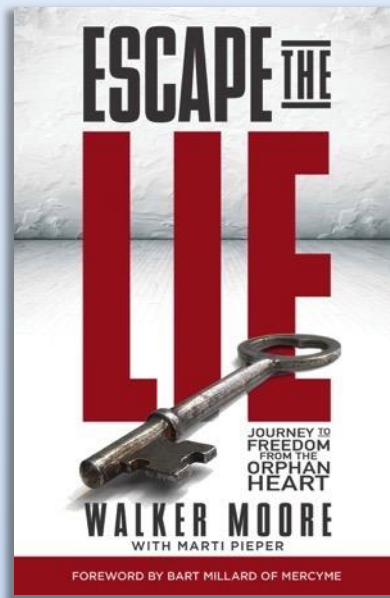
Becky Harling's Facebook Recipe

- 1/2 Facebook posts need to be personal and fun.
- 1/4 Spiritual encouragement: A verse, quote, song, thought to encourage, thought-provoking questions.
- 1/4 Honoring Others – birthdays, celebrating other people's wins, advertising other people's books....etc.
- A pinch of marketing your own stuff

Marti Pieper

ChristianAuthorsNetwork.com/Marti-Pieper/

Marti's passion to read, write, and pray makes her life an adventure. An author, speaker, and editor, she has served as ghost- or collaborative writer for eight nonfiction books.




Animoto Video Example

<https://animoto.com/play/MVb8wBbHQPXau74g0Psvw>

(Click to watch video or
copy/paste into your browser)

Missions Highlights

JUNE 17, 2015



00:45 360p

BY
Marti Pieper

ABOUT

Add a description in your video settings.

SHARE

Email Share Tweet Link

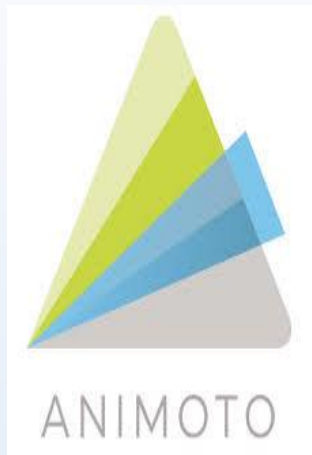
YouTube Embed More

OPTIONS

Edit Video

STATS COMMENTS

Like 0



The Basics

1. Add Animoto app to your smartphone via the Apple Store or Google Play.
2. Click “Create Video.”
3. The free version allows you to use the “edit” button to upload 12 photos, add music, and include one or more captions. Premium versions provide more options including more images and music choices.
4. Once you’ve uploaded your photos, you can place them in order by putting a finger on them one at a time and dragging them into the position you choose. In the free version, a title or other text slide takes the place of one photo.

5. To add music, click the edit button again and search the available music (to hear a preview, click the “play” arrow), then select a song and click the checkmark at the top to save your choice.

6. Click “create video” and view a preview if you choose. In the free version, most videos will take less than a minute to create.

7. Use the Share button to allow others to see your video via Facebook, Twitter, or other social media.



Top 10 Mission Trip Connection Tips



1. Consider creating a private Facebook group to keep content secure.
2. Obtain parents' permission before the trip to post photos of their child(ren) to this group.
3. Give administrator responsibilities to one or two trusted adults or older teens (preferably not the main leaders of the trip).
4. Assign photographers when possible so each team/ministry group has photos of their service.

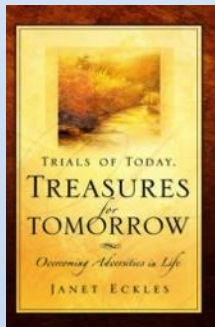
5. Remember to take individual as well as group shots.
6. Focus on God's great work, not problems.
7. Treat nationals as people, not photography subjects.
8. Post individual photos as well as the Animoto videos you create.
9. Use discretion about the photos you choose.
10. Show parents that their kids are happy, healthy, and active in service for the King.

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!”



Cooking in the Dark

<https://www.youtube.com/user/JanetPerezEckles>

(Click on the link or copy/paste in your browser.)

Janet Eckles is blind, yet she is still able to cook and not allow her disability to keep her from doing what she wants.

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

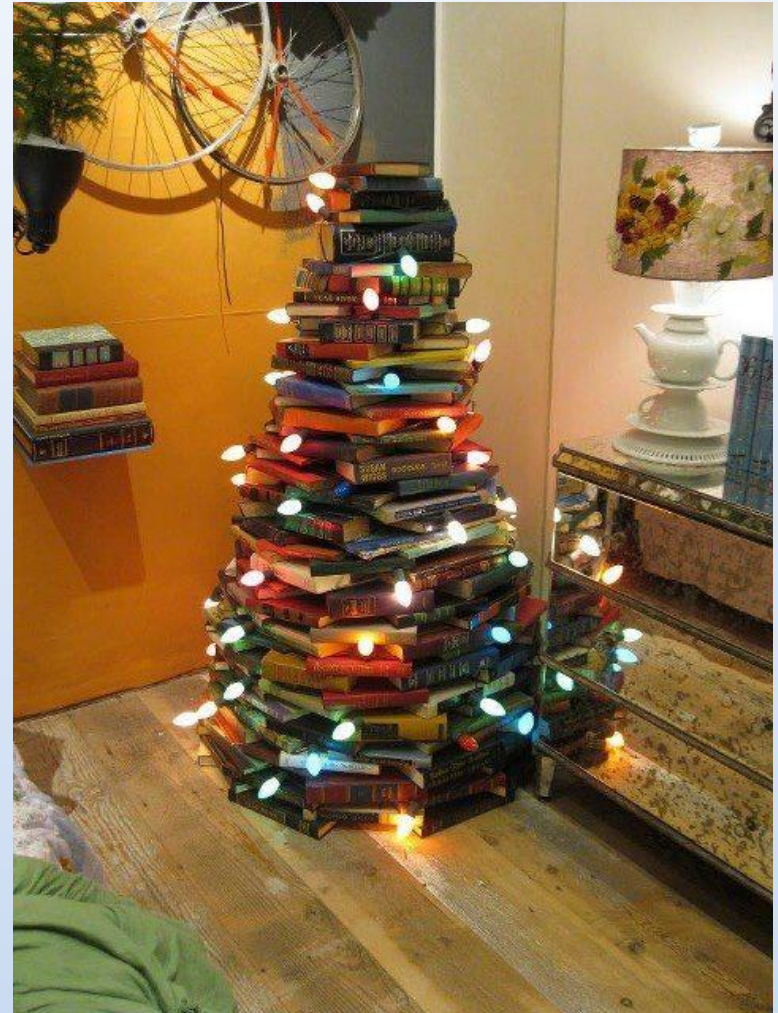
Monthly themed
displays

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

23
Jun 2015

NEW RELEASE: JULY 2015 –
HEARTBREAK TRAIL BY SUSAN
K. MARLOW

by Carol McAdams Moore · Leave a Comment

[f](#)[t](#)[g+](#)[d](#)[p](#)[in](#)[e](#) by

The book cover for 'Heartbreak Trail' by Susan K. Marlow features a woman wearing a cowboy hat and a light-colored shirt, smiling. The title 'Heartbreak Trail' is written in a cursive font, and the author's name 'Susan K. Marlow' is at the bottom.

Andrea Carter can ride, rope, and cut out cattle with the best of her brothers' ranch hands. And now—despite her mother's objections—she wants to test her skills.
[Read More →](#)

[f](#)[t](#)[g+](#)[d](#)[p](#)[in](#)[e](#) by

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



Tech Speak Trainers for Part 1

- Angela Breidenbach—Google Hangout/Youtube/Skype/Facetime
- Becky Harling—Facebook/Relationships
- Marti Pieper—How to connect missions kids to parents using Animoto/Facebook
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