



Sell More Books with the 2009 MBA CATALOG!

All MBA Catalog marketing info & downloadable promotional materials are on the MBA website now.

GO TO <http://www.midwestbooksellers.org/catalog/catalog-bookseller-information/> AND
<http://www.midwestbooksellers.org/catalog/catalog-bookseller-information/2009-mba-catalog-bookseller-resources/>

Hello, MBA Booksellers,

The new 2009 MBA Catalog is ready! Now is the time to launch your store's active participation in this year's MBA Catalog Program. There are MANY ways you can take advantage of the MBA Catalog to sell more books this winter, including cross-promotion with our 2009 Midwest Booksellers' Choice Awards and our on-going 2009 Midwest Connections regional marketing program.

The MBA website includes all the information you need to maximize your store's support for the 2009 MBA Catalog. Please review these details NOW at the web pages above and be certain your bookstore is ready.

- Order books from your reps and wholesalers. Use the MBA CATALOG TITLE INVENTORY CHECKLIST on the website.
- **TRACK YOUR SALES OF MBA CATALOG TITLES!!!** Code all Catalog titles NOW so you can track sales accurately for the next three months. USE THE INVENTORY CHECKLIST EXCEL SPREADSHEET ON THE WEBSITE.
- REPORT TO THE HEARTLAND INDIE BESTSELLER LIST EVERY WEEK. Be sure to include the MBA Catalog titles that are selling well for you. Note which Catalog titles are also Indie Next Picks.
- Accept our thanks for sending MBA your customer mailing list this year. Catalogs are en route to your customers, and all should arrive between November 1 and November 6, 2009.
- Make sure you've ordered enough catalogs. STANDARD (not customized) BOXED CATALOGS ARE STILL AVAILABLE AT ONLY 10¢ EACH -- \$10 for a box of 100 catalogs. - CONTACT MBA TO ORDER MORE! (Quantities are limited, though, so don't miss out!)
- BUILD EYE-CATCHING DISPLAYS OF MBA CATALOG BOOKS AND GET A REBATE FROM MBA. **NEW! 2009 MBA Catalog holiday and winter sign and shelf-talker graphics files are FREE this year!! Just download the PDF files from our "Resources" web page - URL above! **Note that you need these signs and shelf-talkers as part of your Catalog display photos if you want to get the rebate for your digital photos.**
- PROMOTE THE MBA CATALOG TITLES ON YOUR STORE'S WEBSITE and in newsletters, e-newsletters, etc. **NEW! All of the book photos and descriptive copy are available on our "Resources" web page. Just download what you need to add to your website. We have banner ads you can put on your own website and a PDF file of the entire MBA Catalog, too.**
- Plan your ads, newsletters, and displays to make full use of your store's co-op on Catalog books.
- USE THE MBA CATALOG PRINT AD TO RUN IN YOUR NEWSPAPER, AND GET A REBATE FROM MBA!
- NEW! This year earn a rebate for running paid advertising in your local paper, OR on a local community website, OR on a local radio station.
- Take digital photos of your MBA Catalog displays and send them to us! ****Remember that your display photos MUST show that you are using the new 2009 MBA Catalog display signs and shelf-talkers. GET A REBATE FOR YOUR PHOTOS, TOO!**

- GET REBATES for renting a mailing list and inserting the MBA Catalog in your newspaper. USE THE REBATE FORM ON THE “RESOURCES” WEB PAGE TO REQUEST ALL OF YOUR REBATES! Note that you MUST also give MBA your Catalog titles sales report if you request rebates.
- Use the MBA Catalog to feature these advertised books at your store’s book fairs, holiday open houses, book clubs and reading groups. It provides a great way to highlight key books!
- Bundle a copy of the MBA Catalog with every gift card or certificate you sell this holiday season.
- Encourage your customers to redeem the 10% OFF Coupon on the back cover of the MBA Catalog. YOU MAY WIN A FREE \$25 GIFT CERTIFICATE FOR ONE OF YOUR CUSTOMERS. SEE DETAILS ON COUPON HOW-TO FLYER on the web pages above!
- Remember that most of the books in the MBA Catalog can sell all year long. The Catalog does NOT expire after Christmas - keep using it to sell books through January!

When publishers agree to support our MBA Catalog by advertising their books, they always ask, "What kind of sales result from your catalog?" It is a crucial question, and we must have YOUR SALES DATA to answer it - and to evaluate the performance of our 2009 MBA Catalog.

In order to do this, WE NEED YOUR HELP! Please plan NOW to track your sales of MBA Catalog titles for November 2009 through January 2010, either through your own computerized inventory system, or by using the INVENTORY CHECKLIST Excel file available on the MBA website or the printed INVENTORY CHECKLIST.

We will need your sales report for November 2009 through January 2010. Please send this to us by February, 15, 2010. We will remind you in mid January to compile your data and send it to us, but please write this deadline on your calendar, too. You can report your sales with a computer printout, the Inventory Checklist with sales figures recorded, a catalog itself with sales figures recorded, etc. If you're not sure what to send us or need help with this, please give us a call.

If you have questions or comments about the 2009 MBA Catalog, please be sure to contact us -- Susan Walker or Kati Gallagher -- at the MBA office: 612-926-5868, 800-784-7522, FAX 612-926-6657, susan@midwestbooksellers.org , kati@midwestbooksellers.org , www.midwestbooksellers.org .

Many thanks for your active participation in the 2009 MBA Catalog!

You'll find these materials on this new web page:

<http://www.midwestbooksellers.org/catalog/catalog-bookseller-information/2009-mba-catalog-bookseller-resources/>

- Entire 2009 MBA Catalog -- PDF file
- Title list spreadsheet – Excel file -- and explanation – PDF file
- Signs and Shelf-talkers — PDF files
- Print ad format — PDF file
- Banner ads for your website — JPG files
- 2009 MBA Catalog front cover photos — JPG files
- Descriptive copy for all MBA Catalog titles -- Word file
- Individual photos of all MBA Catalog books — JPG files
- Rebate request form – PDF file
- 10% Off Coupon instructions – PDF file