

Lead Like Jesus Celebration

Tips for Hosting a “Bookstore in a Box” Resource Table

- **Advertise!**
 - Be sure your congregation knows ahead of time that books will be available for purchase.
 - During the event, make announcements before, during and after the program directing people to the book table.
- **Be Visible!**
 - Place your book table in a well-trafficked area with easy access.
 - A location near a primary doorway will allow your audience to see the books and “window shop” on the way in and purchase on the way out.
 - Though you will place your book table in a well-trafficked area, use a place that will not create a “bottleneck” as people purchase books.
 - If you have a large congregation and need more than one table, choose strategically located areas that are easy to see and easy to access.
- **Be Appealing!**
 - Set up an attractive display on your table.
 - Even a small table with one box of books can be appealing and interesting.
 - Stack most of your books and set some upright to create a display.
 - A tablecloth adds a nice touch.
 - Prepare and post signs with your price and payment options.
- **Be Prepared!**
 - Have plenty of change on hand.
 - Recruit enough volunteers to handle the number of people you expect and instruct them on the procedures you want them to follow.