Marketing Strategy

GENERATE NEW TITLE ANTICIPATION AND SALES!

Here's a great idea that one of our customers shared with us at Ed Expo: Post a "Call Me" sign-up list so customers can be notified by phone or email when your store receives new Carole Marsh Mysteries. Each time a new book arrives, you'll have an immediate market to buy them! Your customers will view this as superb service from you because they'll always be the first to know about new arrivals. What a simple but effective way to keep them coming back!

Want to know why the store we mentioned created a "Call Me" sheet? Because customers didn't want to miss out on new titles that would come in, sell out, and need to be reordered. Also, now the store has upped their initial stock order and sells even more!

1) Post the enclosed "Call Me" list at your check-out counter.

2) When people buy a Carole Marsh Mystery, ask if they'd like to sign up to be notified when new books arrive.

3) Call or email people on the list when new mysteries arrive.

NEW MYSTERY SIGN-UP!

DO YOU WANT TO BE THE FIRST TO KNOW WHEN THE NEXT ADVENTURE BEGINS? IT'S EASY! JUST PUT YOUR NAME AND PHONE NUMBER OR EMAIL BELOW AND WE'LL LET YOU KNOW WHEN THE NEXT BOOK IS COMING. SIGN UP AND BE ONE OF THE FIRST READERS OF THE NEWEST CAROLE MARSH MYSTERY!

NAME	TELEPHONE	EMAIL