

15 Tips for running a successful Triratna Centre bookshop

1. Your bookshop manager will need **passion for the success of the bookshop** balanced with an ability to work with the centre team / trustees / teachers. Have enough time to make it work, and make sure there is good communication with the Centre.
2. **Get a good volunteer – or volunteers – to help.**
3. **Location is crucial.** Prominently in the reception area is ideal – a side room will most likely not work.
4. **Keep a stock list.** This is essential for knowing what is selling and for restocking.
5. **Have a wide range of stock.** Your stock needs to appeal to people at all levels from the vaguely curious to the serious practitioner.
7. **Group books intuitively** (rather than literally) into sections.
8. **The book categories** (e.g. 'Introduction to Meditation', 'Ritual and Devotion') **need to be well sign-posted.**
9. Ensure that the key Centre workers and teachers have a **good awareness of Windhorse Publications' books** and are able to use them effectively.
10. **Many books are sold in connection with courses and study groups – e.g. *Life With Full Attention*, *The Art of Meditation* series, *Introducing Buddhism*, *Ritual and Devotion*, *The Art of Reflection* – so make sure you order a sufficient quantity of the books in if a course/group is running.**

11. **Sell a good range of non-book material**, e.g. rupas, meditation cushions, yoga mats, incense and singing bowls, and have a high mark-up on these items. Let people from the local Sangha sell cards or prints (but keep the standard high).
12. **Experiment (carefully)**. Always order one book that you wouldn't normally order. Move everything around at least once a month and have a fresh look periodically. Aesthetics are very important.
13. **Avoid packed shelves of books** and leave good space for face-on displays.
14. **Have at least one book as a sale item** to boost sales.
15. **Display personalized recommendations** using notecards or the shelf talkers.