

Shelf Talkers

Looking to get customers over to the bookshelves? Well, aside from having some sweet books displayed face out, give them something to investigate like a shelf talker that gets them interested. The concept is simple, and you've probably used them before. Think of them as an extra sales rep on the floor—one that doesn't complain or require pay. They stick out, educate the buyer and add some color to your displays. Below is an assortment of shelf talkers ready to go. Get a few on your shelf and watch the books start disappearing! It's that easy.

Shelf Talker Instructions

1. Slap some bright colored paper in your printer
2. Click on the PDF
3. Print
4. Cut along the dotted line
5. Fold on the score lines
6. Tape the blank end to the shelf
7. Place the books on top of your handiwork
8. Stand back—there could be a stampede



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