

MERCHANDISING EBOOKS: A TO-DO LIST

Merchandise the service. Both in the building and online, market the fact that ebooks are available through the library. Five things I want to do to better merchandise our ebook service:

1. Look for signs and other ebook marketing around the building, and check that they are current and at a relevant point of service.
2. Talk to frontline staff about how they talk to patrons about ebooks (and what they hear in return!)
- 3.
- 4.
- 5.

Merchandise the support. Make sure patrons are aware that the library not only has ebooks, but is ready to help them learn how to download and read them. Five things I want to do to better merchandise our ebook support:

1. Audit website to see how many clicks it takes to find an ebook, download an ebook, and get help with an ebook.
2. Look for instances to add a librarian's face, name, or contact information to ebook help pages and catalogs.
- 3.
- 4.
- 5.

Merchandise the books. Nothing sells books like readers' advisory, and that goes for ebooks too. Five ebooks or collections I want to merchandise:

1. *The Invention of Wings* by Sue Monk Kidd
2. Romance novels (who in the Library can put together a list of the top 20?)
- 3.
- 4.
- 5.

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