



Tips for booksellers from our partners at Bridgeside Books in Waterbury, VT

Primary Bridgeside Tip:

It's a conversation starter! Keeping the book in a place where people can ask questions or make comments about it to booksellers really helps move it! Like most books, having several visible copies goes a long way, but a shelf talker prompting conversation/questions is the best way to get it in customers hands and out the door!

About the Emily Post Institute:

- Authors Lizzie Post and Dan Post Senning are the great-great grandchildren of Emily Post and co-authors of the newest edition!
- Get a feel for their refreshing and modern voice through their podcast, *Awesome Etiquette*.
- Lizzie and Dan are available for virtual events and happy to get creative! Event Ideas: Correspondence/Letter Writing Party, "Live" *Awesome Etiquette* Episode with audience questions, *Etiquette Quiz*, and other fun interactive options.
- They are active on social media and always happy to share, engage, and collaborate, particularly on Instagram @emilypostinstitute

FAQs Booksellers often hear:

- "Who's buying an etiquette book these days?"
 - Tons of people! The book is often given as a wedding, graduation, or other gift as well as a popular pick for those interested in self-improvement or self awareness, *Awesome Etiquette* fans, history fans, and those who love niche pieces of today's culture.
- "Do you actually sell any of these?"
 - Yes! Once one person in the store asks a question about the book and the staff start chatting about it, suddenly everyone in the area is buying a copy for themselves and a few others for friends and family!
- "Is this stuff still relevant?"
 - Absolutely! While the classics about table settings and formal attire guides are still included, it has been completely re-written for a modern and diverse audience. Far from stuffy and antiquated, it's wonderfully practical advice with tons of language and tips for navigating difficult situations.

THANK YOU for choosing Emily Post's *Etiquette - The Centennial Edition*! We are committed to helping retailers however possible to ensure it makes a positive difference in your business and earns its place on your shelves!