



INTRODUCTION TO BOOKSELLING



THURSDAY 9 OCTOBER 2025

To be held online via zoom

You'll find out how to:

- Create a strong business
- Understand bookshop finances
- Deal with the day-to-day tasks in the bookshop
- Gain customer loyalty

ABOUT THIS COURSE

The BA's flagship Introduction to Bookselling course has been running for more than 15 years. It has been designed to provide a thorough grounding in every aspect of bookselling so that you can operate efficiently and profitably from the very beginning. It is a must if:

- you are considering purchasing a bookshop
- you are a bookseller who has recently set up in business
- you have a new member of staff who needs an introduction to the practicalities of bookselling

It will look in detail at the essential elements that go to make a profitable retail business – the all-important profit & loss and stock control. Having grasped the business fundamentals, attention is turned to the product itself – exploring the key areas within the booktrade.

You will also look at resources available to booksellers, and look at the events which make up a professional bookseller's life.

Running your bookshop with passion and making sure customers come back to you time and again is vital to the success of your business. You will find out how to make your shop a part of your community and a unique and desirable destination.

Above all, this is an opportunity to network with others new to the trade and to benefit from the experience of one of the UK's most successful booksellers.

YOUR TUTOR

Your tutor for this course is **Patrick Neale of the award-winning bookshop Jaffé and Neale Bookshop and Café, Chipping Norton.**



Patrick writes: Having worked on a farm all my youth I was delighted to run away and read philosophy and history at Kent University. I then completed the Sainsbury's Management Trainee course over 18 months. This gave me a great insight into the machinations of the retail world.

After that I joined Waterstone's in Bath and worked with some inspiring and enthusiastic managers. I ended up assisting in the opening of numerous stores and managed branches in Covent Garden, Lancaster, Watford and Glasgow.

The Glasgow superstore had 100 staff and a turnover of £5.5m. It traded from 8 am to 10 pm, seven days a week. There were at least two author events a week and a number of drunks to deal with (customers and staff).

In 2001 I took over the Bookshop Chipping Norton with my partner Polly. We have developed this business and in 2006 moved to new premises and opened a café, art gallery and gift concession within the new bookshop. We won Independent Bookshop of the Year in 2007 and continue to seek new opportunities to differentiate ourselves from other booksellers/suppliers.

"I would highly recommend this course to anyone considering opening a bookshop. I learnt so much on the day and feel encouraged and inspired. It's also very reassuring that the Booksellers Association can provide continuing support to new start-ups. Knowledge sharing is so important in an uncertain world." Attendee from February 2023 course

THE TIMETABLE

10.00 Introduction

- Welcome and introduction to Patrick
- The aims of the course

10.30 The Book Market: The Facts

- The vital line between success and failure

11.30 Journey of the Book

- Introducing all the key areas of the booktrade
- The resources available to the bookseller

12.00 Good Retailing Leads to Great Bookselling

- Creating a strong business foundation
- Understanding profit & loss and stock control

12.30 Lunch

1.15 BA Services

- How the Booksellers Association can support you and your bookshop

1.30 Jaffé & Neale: a guided tour

- Patrick Neale and Polly Jaffé show you around their own bookshop

1.45 Izzy Carlile of Batch Ltd

2.00 Guest Speaker

- Jaimie Poyner, owner-manager of Clemo Books in Newquay, joins us to talk about her experience of opening and running her bookshop, which has been trading for two years

2.30 A Day in the Life...

- Follow the events in a busy day of the bookseller including:
 - Reps
 - Authors
 - Returns
 - Staff matters
 - Shop security
 - Customers

3.30 Q&A/Group Discussion

- Summary

4.00 CLOSE

The course fee is £150 (including VAT) per person, which includes a free copy (normal price £25) of the BA publication, *How to Start and Run a Bookshop*.

For further details, please contact Kate Gunning:
kate.gunning@booksellers.org.uk

To book a place, fill in the form below.

Name

Company

Address

Tel

Email

Company VAT Number (if relevant)

Payment Methods

BACS (if you will have difficulty paying by BACS, email kate.gunning@booksellers.org.uk)

For UK BACS Transfers:

Bank Name: HSBC Bank plc
Account Name: BAUKI LTD
A/c No: 92774054
Sort code: 40-22-26
SwiftBIC: HBUKGB4104L
Iban: GB72HBUK40222692774054

For Irish BACS Transfers:

Bank Name: HSBC Bank plc
A/c No: 83919446
Sort code: 40-12-76
BIC: HBUKGB4B
IBAN: GB50HBUK40127683919446

Email booking forms to:

kate.gunning@booksellers.org.uk

Your personal details will be used in accordance with our Privacy Notice which can be found here:

booksellers.org.uk/Special-Pages/Privacy-Policy



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