



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

- A few books on display works much better to not only move copies but move multiple copies with just one customer than a single book in a “self help” or “personal improvement” section.
- Knowing a bit about Emily Post and her great-great-grandchildren who currently run the Emily Post Institute is greatly helpful to sales. Even just being able to say that her work continues and is done by her direct descendants makes a huge difference to sales.
- The book is beautiful so let it shine. Bridgeside says that people start asking “waht’s the deal with *THIS* book?!” when they see stacks of them either on the shelf or being prepped for shipping. Something about a stack, pile or row of them becomes very eye catching and curiosity driving with the blue and gold simple covers and the lack of busy book jackets.
- This book crosses into so many different topics that it is NOT a niche book with a niche audience, there really is something for everyone in it and it helps for customers to know this.
- Dan and Lizzie are available to do virtual events and are happy to do what they can to help support sales. Please reach out to Jenna Danyew either via the institute’s @emilypostinstitute IG handle or the The Emily Post Institute facebook page. Or [spokesperson@emilypost.com](mailto:spokesperson@emilypost.com) to find out more.

If you’d like to discuss successful presentation tactics with the team at Bridgeside books, please reach out to them at [INFO@bridgesidebooks.com](mailto:INFO@bridgesidebooks.com) and ask to speak or email with Katya or Jenna.

Thank you for taking the time to read through this, we genuinely appreciate your ordering this book for your store! Below are some tips for conversations with customers that can help sell the book. Please don’t hesitate to reach out if you’d like more information or to set up a book talk event. We wish you all the best!

Lizzie Post & Daniel Post Senning

Co-Authors & Co-Presidents

The Emily Post Institute

[www.emilypost.com](http://www.emilypost.com)



Here are some things you can tell potential customers about this book. Often a discussion with a customer about even just one or two of these points you can make a sale of more than one book.

- Emily Post's Etiquette has been COMPLETELY Rewritten from it's last edition and has been updated for today's modern lifestyles. And it celebrates the 100th anniversary of Emily's original book ETIQUETTE
- Emily Post Etiquette is for everyone! Not just the elite or those who didn't grow up with manners as children. The Posts base their manners on consideration, respect and honesty and they see etiquette and manners as a choice we make not a secret code or exclusive club that only the wealthy belong to. Money does NOT buy class or character.
- Traditional topics like table settings, table manners, thank-you notes, greetings and introductions and more are all still part of the book but also incorporate modern issues pertaining to them like dealing with cellphones at the table, texting or DMing thank-you's and more.
- New topic include: using pronouns well in introductions (it's more familiar than you might think), a gender-free attire guide, and the use of Mx. as a formal title.
- It's a great reference guide for how to navigate and increasingly polarized world well by cutting through the divide with the Post's tried and true principles of consideration, respect and honesty.
- This book does not have to be read cover to cover but is enjoyable enough that it can be.
- The family resurrected some of the best and most-loved parts of Emily's own writing style by bringing back anecdotes and characters to help illustrate the advice.
- Essential and applicable advice for life events like job interviews, being a wedding guest, handling hard times (condolence notes, what to say versus what not to say,) professional communication, and life on the homefront - including how to build good relationships with your neighbors.
- This book makes for an excellent gift for those ages 12 to 102. Never feel embarrassed sending someone an etiquette book, a simple inscription might read: You don't need this, but I thought you would thoroughly enjoy it!