

CREATING CATALOGUES & LISTS

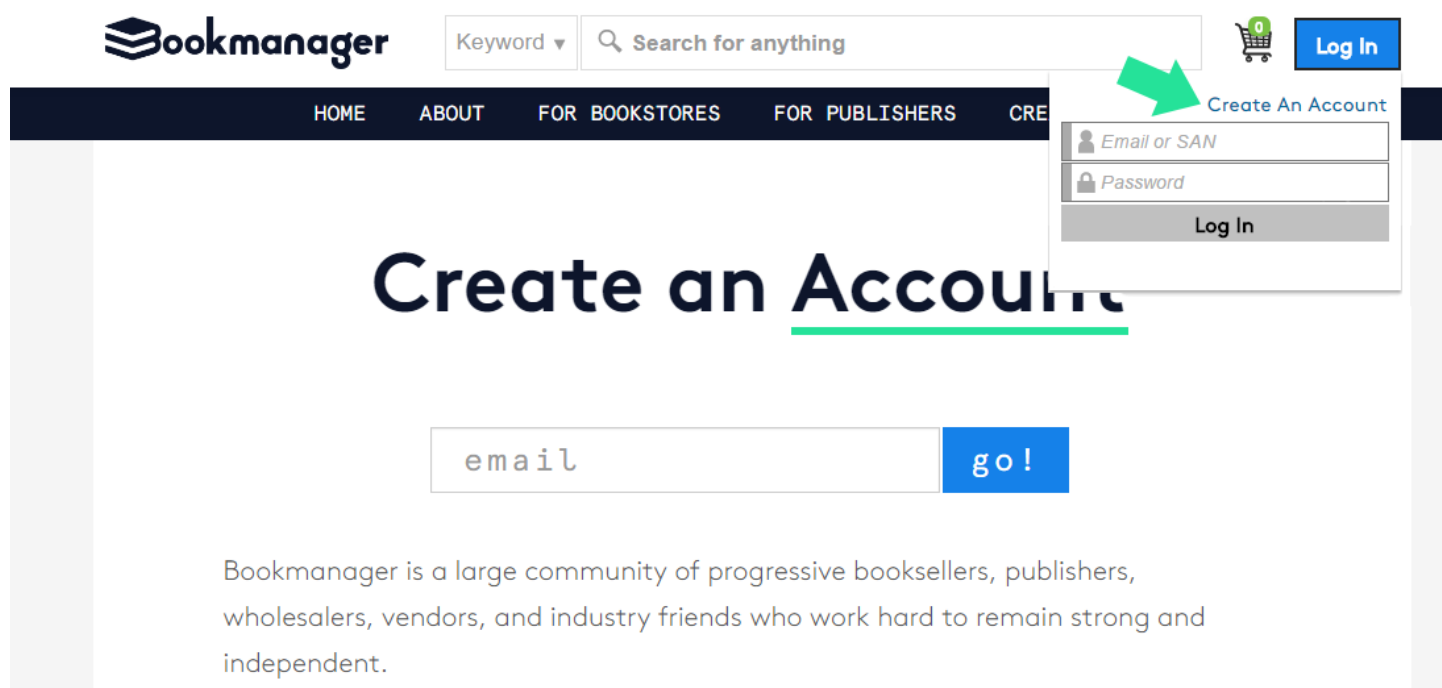
Over 350 bookstores rely on Bookmanager to provide accurate bibliographic data (Titlelink), sources for ordering books (Pubstock), and useful lists of the books that are selling. The Catalogues area of our website is the next level that introduces them to forthcoming titles, highlights from reps, Backlist specials, awards list, etc. Each bookseller has a login that gives them access to all of these resources at Bookmanager.com; the majority of stores also have their own Bookmanager-hosted Webstore that integrates their own inventory statistics with your catalogues (including all of your bibliographic info and Pubstock listings), as well as optionally showcasing books to their customers.

Paper catalogues are being used less frequently, which means that retail book buyers need a common place to visit where they learn about upcoming new releases as well as the latest promotional offers and highlights. We are asking the publishing industry to support our efforts to fill this need by providing the information that booksellers are looking for. Currently, 140 publishers and distributors are supporting booksellers by providing us with current price and availability data for the books they carry (Pubstock). Each of those companies has a login at Bookmanager.com, which can be used to create and upload catalogues and lists. We also have a way for sales & marketing companies to create lists for your clients.

Creating catalogue and promotional lists at Bookmanager.com is easy. It helps booksellers discover your lists with ease, and makes their ordering decisions much easier and convenient, especially with all their integrated data (sales trends, stock stats, bibliographic info & Pubstock).

CREATING YOUR ACCOUNT & LOGGING IN

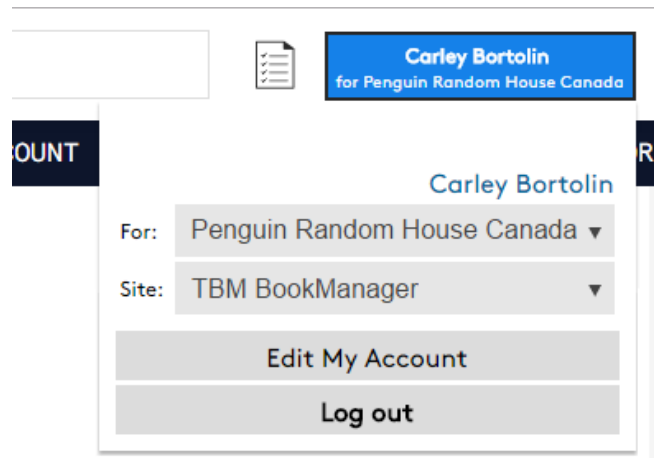
If you don't have an account already, click CREATE AN ACCOUNT and follow the steps...



The screenshot shows the Bookmanager website interface. At the top left is the Bookmanager logo. To its right is a search bar with the placeholder text "Keyword" and "Search for anything". Further right is a shopping cart icon with a "0" and a blue "Log In" button. Below the search bar is a dark navigation bar with links for "HOME", "ABOUT", "FOR BOOKSTORES", "FOR PUBLISHERS", and "CRE". A green arrow points from the "Log In" button to a dropdown menu that contains the text "Create An Account". Below the navigation bar, the main heading "Create an Account" is displayed in large, bold, dark blue letters. Underneath this heading is a form with a text input field containing the word "email" and a blue "go!" button. At the bottom of the page, there is a paragraph of text: "Bookmanager is a large community of progressive booksellers, publishers, wholesalers, vendors, and industry friends who work hard to remain strong and independent."

Once you have created your account, either someone here at Bookmanager, or someone from your company with the ability to edit your company's permissions can link you to your company. The person creating that link will log in, then click PERMISSIONS under the SETUP menu, and simply type in the email address in the bottom field which says "Add employee by email address" and press enter once the email address has been entered.

Then, once the appropriate role and permissions have been assigned by someone at your company or here at Bookmanager, you (the rep) will need to login or refresh your page. Your login box will look similar to below...



The "User" should now show the name of the rep that is logged in, and the "For" should always be the Publisher/Distributor name.

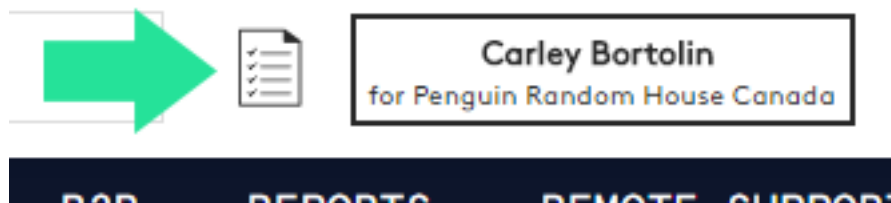
MAKING A LIST

All you need is a list of ISBNs, because all other relevant information is likely already stored with us.

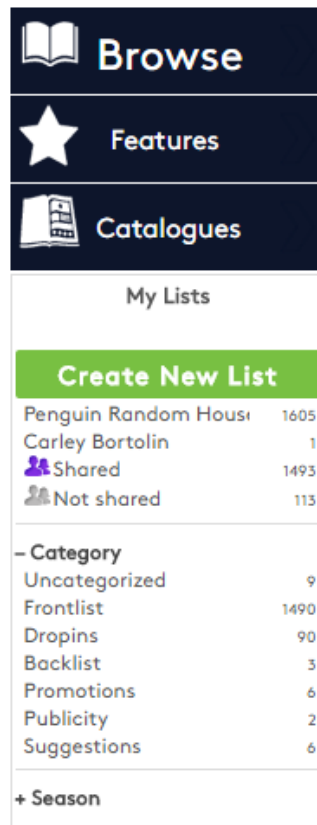
Note

If you find any holes in your listings after creating a catalogue, please contact our data department at data@bookmanager.com to find out more details

Next to the log in box, you will see a MY LISTS icon, click it.



Then click the "CREATE NEW LIST" button found under the "My Lists" area on the left side of the page.



The "EDIT NEW LIST" editor will then appear, allowing you to enter all the important details about the list. The most important components to this area is to give the list a name, a list of ISBNs in catalogue order, ensuring the "effective period" is correct and making sure the category and subcategory are accurate.

STEP 1: GIVE THIS LIST A NAME & SUPPLIER

Start by giving your list a descriptive name; in the case of a catalogue, you might use the name of the imprint or line, followed by the season. We suggest standardizing and following this format: Pubstock code, Name, Season, i.e. *PRH - Random House Kids - Fall 2016*.

Your company name will automatically be shown as either the Supplier or Sales & Marketing company, depending on your company type (determined by the login), but you need to make sure the appropriate company is shown for each. If you are a supplier and do national sales and marketing for your own titles, select your own company from the Sales & Marketing list. If you are a Sales Agency, be sure to select the correct Supplier for the list of titles you are entering.

Step 1: Give this list a name & supplier

Name:

Supplier: Penguin Random House Canada

Sales & Marketing:

STEP 2: GIVE THIS LIST A CATEGORY & EFFECTIVE PERIOD

This option is important, as it helps place every list created by anyone into logical groups, allowing booksellers to narrow their choice according to need. You cannot create your own category because we have learned that doing so creates too many creative variations that often mean the same thing. If you really need something that we have not provided, just let us know and we'll consider it.

In some cases a subcategory must also be picked from a fixed list. Only the categories of Catalogues and Reviews allow for you to choose a Subcategory. Again, if you really need something that we have not provided, just let us know.

Every list also needs a date or period that gives the time frame that the titles relate to. Forthcoming titles are always given a Month (e.g. Mass Market) or Season. Do not use the Year, as this is more specific to annual lists like Awards. Using "Year 2017" is not where people will look when they are browsing for new titles to buy – it's simply too broad, and makes the list look out of date, when that is not the case. For all lists not announcing frontlist titles or limited time promotions, we recommend using the "Date last title added" option, which will begin using today's date and then be automatically updated whenever a new title is added to the list. Backlist catalogues especially should use this type of effective period.

Step 2: Give this list a category & effective period



The screenshot shows a form with two main sections. On the left, there is a 'Category' dropdown menu with 'Uncategorized' selected. On the right, there is an 'Effective Period' section with a dropdown menu set to 'Summer 2017' and four radio button options: 'Year', 'Season' (which is selected), 'Month', and 'Date last title added'.

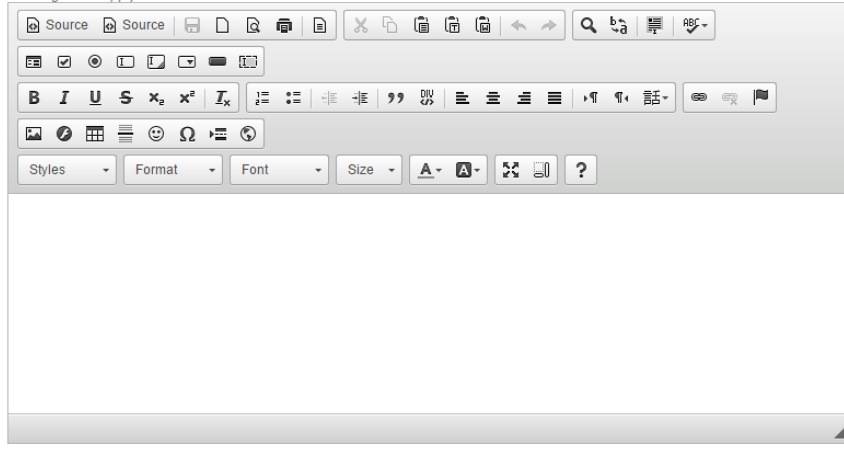
STEP 3: GIVE THIS LIST A DESCRIPTION

This information is optional, but can be used to further describe anything about the contents of the list or the promotional offer. The audience for your lists generally consists of retail book buyers.

If your list is regarding a promotional offer, or a list of titles you wish to simply bring attention to (rather than a seasonal catalogue), it is especially useful to booksellers for you to provide a description that gives details of the offer or special list.

Step 3: Give this list a description

Please provide a description of your list for your customers;
example: If you are highlighting a new line, featuring some buzz titles getting a lot of publicity or offering a promotion where special ordering terms apply.



The screenshot shows a rich text editor interface. At the top, there is a toolbar with various icons for text formatting, alignment, and insertion. Below the toolbar is a large, empty text area for entering the description. The interface is clean and professional, typical of a web-based content management system.

STEP 4: PROVIDE A LIST OF ISBNs

This is where you will paste a list of the ISBNs (EAN or UPC, one per line) for the titles you want to show on the list. They will appear in the order you enter them, as the default sort option is "none". Unless you choose a different sort option (not recommended for catalogue lists). Any product numbers that do not point to an existing title record we have on file will be shown as a blank on the list. You can later Edit a saved list and scroll through the list of ISBNs to spot the ones without bibliographic information. (Your login also allows you to clean up any particular title on the fly by clicking the grey pencil icon beneath the cover image while viewing titles in Detailed view. This isn't the recommended method for updating title information however, as the data feeds that are being sent from your data department may override what you have manually changed)

You can optionally sort the items by sales rank, alphabetically by title, or by subject if you choose to do so. In most cases, you should not choose any of these options, since the titles should be kept in the same order that they would appear in the corresponding paper catalogue, PDF or online version published elsewhere.

When building a list of titles to showcase, it is tempting to include related titles (e.g. "other books in the series"), however, the lists you are creating here are not designed to handle a cascading list of titles. When a user is viewing the list, Bookmanager has means to expand on any title (other editions, other books by the same author, etc.), which allows us to provide a similar viewing experience in a number of different situations. Therefore, there is no need for backlist titles to be included within the frontlist catalogues.

In some cases the ISBNs you would like to upload may not be in a text document for easy copying and pasting. For these situations, we have also added an import function which will scan almost any document or URL to find ISBNs within it. Simply click the "Import ISBNs by file or URL" button and the import box will pop up. You can select from a file from your computer, or use the Import from URL text box to copy and paste in a web address that contains the ISBNs you wish to list. You may notice that other non-book numbers may be added unintentionally; for these cases we have added three options near the bottom to handle these numbers as you see fit. You may need to try the upload a couple of times to find the correct setting.

Step 4: Provide a list of ISBNs

To add products to this list, insert the product codes (ISBN, EAN, UPC) below. You can also upload a list of products from a file or URL.

Titles (EAN, ISBN, or UPC)

Type or paste ISBNs, EANs, or UPCs here.
By default the contents will be listed in the order they are inputted, unless otherwise specified in the "sort by" section below.

example:
9780062351357
9780062304087
9780062063625

Import ISBNs by file or URL

On save, sort by: rank alphabetically subject
 reverse order none

STEP 5: UPLOAD A LIST COVER IMAGE & PDF

Posting an image for your list (not the titles within the list), especially if it is a catalogue, is key in helping booksellers identify the list, and remember it at a glance. The image you add is generally what might be used for the front cover of a printed or PDF version of the catalogue. Or, you may want your company logo to appear.

Click the Upload Image button to upload an image from your computer, or a URL. We accept all common forms of image files. If they are large, it may take a few moments for the upload to complete.

Attaching a PDF to a list is a great way to share your promotional material or digital copies of your catalogue. Uploading works the same way uploading an image does. It can take a few moments depending on the size of the file.

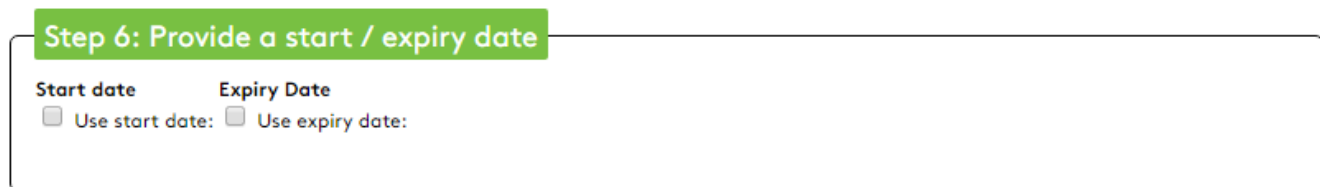
Once you click save, you should have something similar to below...



STEP 6: PROVIDE A START / EXPIRY DATE

If applicable (in the case of a promotional list for example), you can pick a start date you wish the list to show up in everyone's catalogue inbox. In most cases, a start date shouldn't be needed.

An expiry date can be very helpful to buyers. It should be interpreted as "you need to do something with this list before xx/xx/xx". The date will appear with your list heading and will be displayed in red once the expiry date occurs. You can have the system automatically do something with your list when the expiry date occurs, such as un-share it, or trash it; but you can also select to do nothing once the expiry occurs. The expiry date should always be used with promotional lists that have a due date.



REPORT CARD

We added a helpful tool that will assist you in finding missing title data, images, interiors, as well as Pubstock for your titles so you don't share a list before it is complete. You can click the "Report Card" button at any time to see the missing data, and then click the Excel link to see a list of what is missing. When you share a list, you will also see a pop-up window with the information that is missing (if applicable) so you can hold off sharing until the list is more complete.

You can of course always ignore this message and choose continue and pick whom to share the list with, but you should pass along the missing data report to your data department or contact us for more details as booksellers may have a hard time ordering these items, especially if title, covers and Pubstock data is not available.

Share with clients


Hey, it looks like your list is missing some crucial data...

Covers: 30 of 192 missing
Interiors: 184 of 192 missing

If you have any questions, please contact data@bookmanager.com. Thanks!

[go back](#) [continue](#)

SHARING A LIST

Of course, this is the most important reason for creating a list or catalogue. Sharing is not automatically done when you Save a list, and we strongly suggest that you review each saved list before sharing it. You must click the Share  icon once you are ready to allow stores to view your list. Doing so will give you an option to share with all bookstores, or with just a select few.



The screenshot shows a user interface for a book list. On the left, there are navigation icons: a home icon, a star icon, and a person icon. Below these is the text 'Knopf Doubleday Publishing Group, Fall 2017 (Fall 2017 122 titles)' and 'Penguin Random House Canada'. A green arrow points to a 'Report card' button. On the right, there is a metadata panel with the following information: 'Posted: Mar21-17', 'Managed by: Penguin Random House Canada', 'Updated by: Ferrin, Jamie', 'Privacy: Penguin Random House Canada', 'Created: Mar21-17 9:55am', 'Updated: Jun06-17 6:58am', 'Views: 26 List #: 208767', and 'Folder: Penguin Rand...'. Below the metadata panel are links: 'Edit | Delete | My notes | Email | Excel | PDF | Print | Share | Copy'. At the bottom, there is a row of book covers: 'Knopf Doubleday FALL 2017', 'THE SOUND OF MOUNTAIN WATER by WALLACE STEGNER', 'BLOOD AFTER by THOMAS THOMPSON', 'VICTORIA & ABDUL by SHRABANI BASU', 'THE EARTH'S WEeping by TER COZZENS', and 'JONATHAN LEVITS & ANDREW GAMBRIEL ANATOMY OF A MIND'.

The hundreds of booksellers using our services have a login that creates a Catalogue Inbox for their personal use. When you share a list, each buyer will have their Catalogue Inbox updated with your list. The list will appear at the top of their Inbox because it's sorted chronologically by "Last active date", and that date is updated when you set a list to be shared.

Changes you make to a list will also appear on their list. However, because a store might use and move your list to another folder (outside of their Inbox) soon after you share it, any changes made after sharing may not be noticed by those people. As such, we strongly suggest that once a list is shared you do not add titles to it. Your changes could be missed by keepers who have already ordered from your list and archived it.

ADDING TITLES TO AN EXISTING LIST/NEW LIST ON THE FLY

You can add a title to an existing list, or create a brand new list when viewing any title. When viewing the title, you will see the My Lists area below the Pubstock link. This will default to "Publisher's Name List" or if you are logged in with a linked account "Staff Name's List". Click the down arrow next to this, and all of the lists available to you will appear (click the check box to the left of the list name to add a book to an existing list, or create a new one). On the very right hand side, there is a column named "Quick Pick". Clicking this will force a check box with this list name to appear at the top of the MY LISTS area on every book you look at. You can then more quickly pick that list for books you want to add to it. New items are placed in the list, according to the "on save sort by" setting for that list.

In List	Vendor	List Name	Titles	OH	OO	Cart	Posted	Category/manager	Season	Folder	Quick Pick
<input checked="" type="checkbox"/>		Carley Bortolin's list									<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	PRH	Random House Canada Fall 2014 Drop-Ins	28				Apr07-14 Oct10-14 60 views	Dropins Random House Canada	Fall 2014	Inbox	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	PRH	Random House - McClelland & Stewart - Fall 2011	56				May05-11 0 views	Frontlist / Trade Penguin Random House Canada	Fall 2011	Inbox	<input type="checkbox"/>
<input type="checkbox"/>	PRH	Penguin UK Adult Fall 2017	103				Apr04-17 Jun07-17 21 views	Frontlist / Trade Penguin, Random	Fall 2017	Inbox	<input type="checkbox"/>
<input type="checkbox"/>	PRH	Outlook Canada October 2017	61				May23-17 Jun07-17	Frontlist / Mass Market Penguin, Random	October 2017	Inbox	<input type="checkbox"/>

This Quick Pick will show up until you log out of your account or close your browser.

MAKING COMMENTS

A cool new(ish) feature is the ability to make comments on your titles. You can choose who sees the comment, how long the comment is active, when a comment can be viewed (anytime vs. only when viewed within a catalogue list) etc. Some reps are using this feature extensively and their customers are extremely pleased. Here's how to do it...

Carson Crosses Canada | Hardcover
 Linda Bailey | Kass Reich
 Tundra Books | Tundra Books
 Juvenile Fiction / People & Places - Canada / Animals - Dogs / Travel
 Ages 4-8
 Published May 30, 2017 | Sales ██████ (#57)
 \$16.99 US / \$21.99 CA list price | Ctn Qty: 24 [price sheet]

ISBN: 9781101918838

Edit comments

2000 chars left, <a><i><u> HTML tags allowed only

Save Cancel

Just highlight and save

Jan12-17 Christina V. @ Penguin Random House Canada
 Fun book for Canada 150 displays. Great souvenir for anyone visiting.
 Visible to booksellers

Author: Penguin Random House Canada

Visible to:

- All booksellers
- Staff @ Penguin Random House Canada

Expires:

- comment expires in 90 day(s)
- comment never expires

Import comments Manage Comments

Step 1: Click the comment icon below the ISBN.

Step 2: Write your comment.

Step 3: If you are logged in as a rep, you will have the option to make the author as yourself or the company you are logged in for.

Step 3: Choose when the comment is visible (note: this option will only be present when you are viewing a title within a list).

Step 4: Choose who can see the comment.

Step 5: Choose when the comment expires.

UNSHARING A LIST



If you have just shared a list, unsharing it will successfully remove the list from the Inbox of others. However, if they have already moved the list to another folder, they will still have access to your list (and any changes you may make to it). The reason we do not remove the list from their view is that they may want to refer back to it at another time (perhaps to review last years' frontlist order). It is still important to unshare lists that are now out of season, because it keeps newcomers and buyers who do not manage their lists well from being bombarded with too much clutter.

OTHER IMPORTANT INFORMATION

DROPINS AND EDITING SHARED LISTS

Dropins are lists of titles added after a seasonal catalogue was published. Such titles should not simply be added to a preexisting catalogue. It is important to know that once any list is created, making changes (especially additions) is not recommended because too many buyers may have already dealt with the original list. If they have Archived or Deleted your list from their Inbox, your changes may go unnoticed. It is better to create a new list so that it will appear into their Inbox for another viewing. After making a list public (Sharing it), you can expect that many people will have viewed it within a few days.

ARCHIVING AND TRASHING A LIST

If you Archive  or Trash  a list that you have previously shared, it will be automatically unshared. To manage your lists over time, we recommend either Archiving or Trashing your outdated lists. There is little difference between Archive and Trash other than to help you organize your lists. Please know that Trashing your list does not actually delete it from the My Lists area. It is really just another category for you to use when managing your lists.

RE-SHARING A LIST

We do not recommend this practice because it places old information back into the top of the Inbox of others. It's like having someone re-send you an old email.

HOW BOOKSELLERS SEE YOUR LIST

Each bookseller will see your list posted to their Catalogue Inbox Preview which is shown on their Webstore's homepage (when they are logged in).

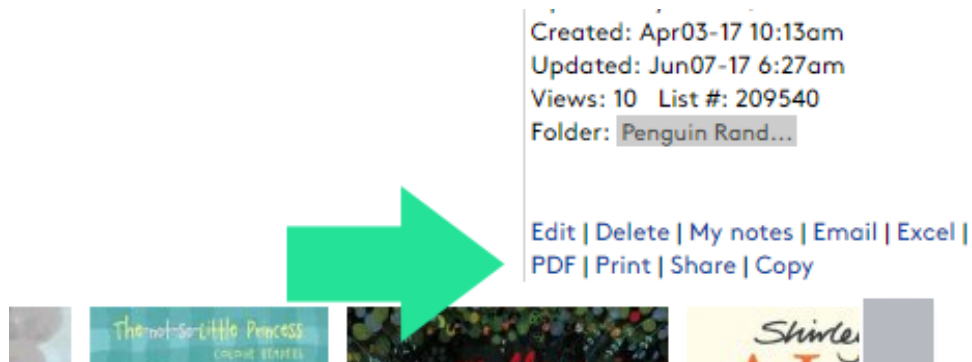
Catalogue Inbox Preview		
List Name	Titles	Posted
ALL Hinkler Fall 2017 Frontlist	25	today
RAI RAI Raincoast June 2017 Adult Drop-ins	2	yesterday
RAI RAI Raincoast June 2017 Kids Drop-ins	1	yesterday
FWB Fall 2017 Book Catalogue	17	yesterday
ALL Taunton Fall 2017 - Frontlist	27	yesterday
Globe Books Review: Week Ending June 3rd	18	4 days
PRH Random House Announced Drop-Ins June 2017	6	5 days
PRH Penguin Announced Drop-Ins June 2017	4	5 days
HBG Marvel September to December 2017	158	5 days
RAI CBSD Fall 2017	546	5 days
View more catalogues...		

They will also be able to click the CATALOGUES link on the left hand side of their homepage to view the full list of catalogues.



OTHER FEATURES...

The links on the right side of the page for each list you create give you some other options when working with the list.



These options are accessed whenever you view the catalogue, whether it is from clicking Catalogues, or the My Lists icon. The Edit link will allow you to edit all the information that you originally entered for the list. The Delete link will unshare the list and remove it from your My Lists area; however, it is only truly deleted from our system if everyone else has already deleted or Trashed their copy.

My notes allows you to enter notes for the list that are only visible to other people in your company. This area is useful to provide yourself or others with internal info about the list.

The email link provides you with a function to email someone (or a group of people) a copy of the list. The email's subject contains the list's name, as well as your company name. The body starts with your company logo, then a short message that includes any text you may have provided when choosing to create the email. It also gives an option to view the whole list online, and then provides a hyperlink for each title.

Email This List

Message to place in the email

Recipients:

Add Recipients:

Enter an email address

Choose from my clients...

Choose from previous emails...

Cancel

Both the Excel and PDF features create respective files based on the list. The Excel option creates a spreadsheet for internal use that includes Pubstock and basic bibliographic info for each title in the list. The PDF option creates a PDF version of the catalogue that you can print/send to anyone you like.

The Print option does exactly that, initially showing you the document (in a new tab within your browser) that will be printed, based on your list.

The Share link should be used when you want to provide people with a link that takes them directly to that list. Clicking the Facebook or Twitter link will pop up a widget to easily post using your personal account.

To share this with others, copy this link (e.g. Ctrl-C) and then paste it into an email.

http://bookmanager.com/?q=h.tvviewer&e_def_id=yqoV689UADE&dyn=1

absolute (the end user will always be directed to this webstore)

dynamic (use this when the recipient is most likely a bookseller so they can view the title from their own webstore)

Facebook Twitter

Cancel

Catalogues / Trade Updated by: Ferris, Jamie

Note

Be sure to mark the “dynamic” option so that any user with a Bookmanager Webstore will be directed to the list within their catalogue inbox portion of their site.

ANONYMOUS VIEWING OF LISTS

Shared lists are also available to booksellers who may not have created a formal account with Bookmanager. This means that they do not have a private Inbox to manage lists. When they visit Bookmanager.com, they will have access to the lists that are currently being shared, and as soon as a list is unshared, it will be removed from their view. Simply try logging yourself out to see how anonymous users view your titles.

Contact Us Today!

If you have any questions, or would like to learn more. Please contact us at data@bookmanager.com or by phone at 250-763-4415.