



2018 #LCSD RETAILER HANDBOOK MARKETING GUIDE

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Thank you for participating in Local Comic Shop Day® 2018!

Local Comic Shop Day® is an opportunity to do more than merely selling LIMITED and UNIQUE items (but it is that, too!). LCSD gives you a platform to show your local community what makes your local comic shop unique and attractive. It's a great day to schedule signings, sales, raffles, cosplay, tournaments etc. Local Comic Shop Day® is your comic book store's pre-Holiday OPEN HOUSE.

We hope that this Retailer Handbook/Marketing Guide will help you bring in lots of people into the store and will give you tools and ideas for running a successful event.

It is divided into 5 sections.

- LCSD SUCCESS TIPS
- PLANNING for Local Comic Shop Day®
- The MARKETING GUIDE
- The FREQUENTLY ASKED QUESTIONS (FAQ),
- And the RULES.

Besides this Retailer Handbook/Marketing Guide, I also wanted to point out three other benefits that you receive being a Local Comic Shop Day® participant.

- DISCOUNTS AND SPECIAL DEALS
So far, we've announced a graphic novel bulk deal from New Dimension Comics. As we sign up other deals, we will let you know.
- FACEBOOK ADVERTISING.
In the next few weeks, ComicsPRO is buying FACEBOOK advertising targeting comics and pop culture lovers. The ads are targeted to the zip codes of participating retailers in an effort to drive traffic to your store.
- EVENT LOCATOR LISTING.
Your storefront should be displayed on <http://localcomicshopday.com/participating-stores/>. This should drive traffic into your store. Please let us know if any of the information is wrong and needs to be changed by emailing marco@comicspro.org.

Best,

Marco Davanzo
Executive Director
ComicsPRO

SECTION TWO: LCSD TIPS

The key to having a successful Local Comic Shop Day®, is to ENGAGE and THANK your customers.

Our experience in the first three years of LCSD have shown that SOLE DEPENDENCE on the LCSD branded items doesn't guarantee sales success. Retailers having more successful LCSD events use these exclusive products as the ground floor in building an event showcasing the unique attributes of your shop at the start of the holiday season.

As a retailer recently posted on the Final Cutoff Forum, “I think we've learned from this event as we've gone on. We use it now to get the exclusive books but also time it with something cool, whether that's an in store signing or a themed sale.”

Coupled with the LCSD exclusive products, LCSD can be used as a day to engage your regular customers and the wider comics, games and toy fans in the community around your shop.

Being the Saturday before Thanksgiving, it also makes sense to tie into doing something in which you THANK your customers for their patronage.

TIPS

Each year after LCSD, we poll retailers to find out what worked for them. Based on that feedback, here's your GAMEPLAN for a successful LCSD:

- * Focus Local Comic Shop Day® on showcasing your store and THANKING your customers and local community for their support.
- * Find ways to set your LCS apart from others in the area.
 - Sales
 - Creator Signings
 - Local Artists Sketching
 - Working with local non-profits
 - Customer Art Contests
 - After Hours Customer Appreciation Party
 - Graphic Novel Give-Away
- * Get the word out. Start promoting early to get your message out there before the onslaught of holiday advertising.
- * Order the LCSD exclusive items that fit your shop.
- * Order for the holiday season, not just for LCSD on November 17.
- * Go deeper on the evergreen items you'll be able to sell all year long.

- * Use the pre-Thanksgiving event as a way to thank your customers and make new ones!
- * Use LCSD as a springboard into Black Friday Weekend Sales the next week.
- * Use Local Comic Shop Day® to start your holiday selling message early and to get your shop prepped for the busy season ahead.

SECTION TWO: PLANNING FOR LOCAL COMIC SHOP DAY®

Successful retailers also tell us that the key to having a successful holiday season is to plan for and schedule a series of events, with each event building on top of the other.

So, don't procrastinate! Here's some events that you may want to plan.

- Halloweenfest
- Local Comic Shop Day® - a way to THANK and ENGAGE with your regulars.
- Black Friday
- A pre-Christmas Sale or event
- A post-Christmas Sale or event
- A New Year Sale or event.

Take the time TODAY to schedule the holiday season before you get caught up in it!



Planning Steps

1. Decide what you are going to do for Local Comic Shop Day to make it special. (See section 1 – Tips). How are you going to showcase your store? How will it fit in with the other events you will be having?
2. Double-check your map listing.
The event locator is here: <http://localcomicshopday.com/participating-stores/>.

Let us know if there is anything wrong with the listing and let us know if you have any special plans that we can advertise for you. Email marco@comicspro.org

3. Order branded shopping bags for Local Comic Shop® Day.

We've contracted with [American Retail Supply](#) to make us retail bags for Local Comic Shop Day. The white bags have our logo, website, and no date; if you don't use them up this year, you can use them next year!

The cost for 500 bags is \$32 + shipping. Order today! Once we sell out, we probably won't have any more.

Please contact [Jenn Mills](#) at American Retail Supply to order the bags. They can also make you some store bags!

Jenn Mills
American Retail Supply
1-800-426-5708 ext 1309
jenn@americanretailsupply.com

4. Read Section 3 Marketing Guide to determine how you will market the day.
5. Start Advertising and Marketing!

SECTION THREE: MARKETING GUIDE

All the downloadable marketing materials mentioned in this handbook can be found here: <http://localcomicshopday.com/downloads-2018/>

We have provided the following:

- Logos for you to use in your own marketing materials.
- Four mini-posters to print out
 - 2 Posters that focus on the event (black and white & color).
 - 2 Posters that focus on the Limited and Exclusive Items. (black and white & Color).
- A sample Shelf Talker you can print up.
- A Sample Press Release
- Digital assets for social marketing: Facebook, Instagram, Websites, Twitter
- Coloring Book Page – Hand it out to kids of all ages!
- Twitter Info
- Links to cover galleries of the Exclusive Items.
 - Facebook: https://www.facebook.com/pg/LocalComicShopDay/photos/?tab=album&album_id=1406722202804901
 - Website: <http://localcomicshopday.com/unique-items/>

LOGOS



You can use our logo on any advertising material that you would like. All we ask is that you email us a copy of the marketing material. Please email the sample to lcsd@comicspro.org. Also, when mentioning Local Comic Shop Day® please use the registered trademark symbol. And if you mention #LCSD, #LCSD2018, #LocalComicShopDay or #LocalComicShopDay2018, please use the hash mark.

MINI-POSTERS

The 8.5" by 11" fliers are print ready. Print them on your own printer at the store or send them to a local copy shop. We created 2 different types of posters.

TYPE 1: ASK US HOW WE ARE CELEBRATING LOCAL COMIC SHOP DAY®

These posters should be used when the store is putting more emphasis on Local Comic Shop Day® as an event. (Less emphasis on the LCSD exclusive items).



TYPE 2: *EXCLUSIVE #LCSD EDITIONS ONLY AVAILABLE HERE*

These posters should be used when you want to showcase the LCSD exclusive items



SHELF TALKERS



The shelf talker is designed to be used on top of the comic or on the bottom of the comic, depending on the shelving unit. We recommend printing on colored cardboard. The extra side strip, after you cut it off, can be used for advertising as well.

COLORING BOOK PAGE

We've created a coloring book page that you can hand out to kids of all ages! Have a coloring contest! Or keep kids busy while their parents shop! Send us some of the best attempts at lcsd@comicspro.org and we will post on Facebook and/or our website.



SAMPLE PRESS RELEASE

If you don't have time to create your own press release, please customize this one and send it out to local news sources.



PRESS RELEASE
FOR IMMEDIATE RELEASE

(YOUR NAME)
(YOUR STORE NAME)
(YOUR TELEPHONE NUMBER)
(YOUR EMAIL ADDRESS)

LOCAL COMIC SHOP DAY®
SHINES SPOTLIGHT ON (YOUR STORE NAME)
November 17 Event Packs Excitement with Exclusive & Limited Items

(Date) – Local Comic Shop Day®, the day that celebrates the independent spirit of local comic book shops, returns for its fourth annual event on Saturday, November 17^h at 488 storefronts worldwide. Local Comic Shop Day® calls attention to the unique role of local comic book shops as the true fire-starters of Pop Culture.

Locally, *(Your Comic Book Store)* will host Local Comic Shop Day® events. [Sentence or paragraph describing what's happening at your store, such as sales, guest signings, charity, etc]

15 Limited Edition items are being released exclusively at participating Local Comic Shop Day® stores. These items include unique editions of the hottest new releases, exclusive hardcover versions of popular collections, and other collectibles. Please note: some LCSD items are available in extremely limited quantities.

Available products include (tailor this list to your orders):

Archie
CHERYL BLOSSOM #1

Black Mask
CALEXIT VOL 1 HC
SPACE RIDERS VOL 2 GALAXY OF BRUTALITY HC

Boom

MIGHTY MORPHIN POWER RANGERS YEAR TWO BLIND BOX

Dark Horse

WILLIAM GIBSON ALIEN 3 #1

DC

GREEN LANTERN #1 Foil

BRAVE AND THE BOLD BATMAN AND WONDER WOMAN HC

IDW

GO-BOTS #1

Image

GIDEON FALLS HC VOL 01

BLACKBIRD #1 FOIL EDITION

Marvel

UNCANNY X-MEN #1 DEODATO Variant

MARVEL KNIGHTS 20TH #1

Oni

RICK & MORTY TREASURY EDITION

Titan

DOCTOR WHO 13TH DOCTOR #1 SET

Valiant

X-O MANOWAR KINDT DELUXE HC SIGNED

For information about Local Comic Shop Day®, and a full list of participating retailers, please visit www.localcomicshopday.com

ABOUT LOCAL COMIC SHOP DAY®— Local Comic Shop Day® is conceived and implemented by ComicsPRO retailers to put the focus on locally owned independent comic book specialty stores--- where Pop Culture begins!

ABOUT ComicsPRO— ComicsPRO is the comics' industry's trade organization dedicated to the progress of direct market comic book retailers. The goals of ComicsPRO are to help direct market retailers speak with a single, strong voice on important industry issues, to provide educational and mentoring opportunities to current and future retailers, and to offer opportunities for retailers to reduce fixed costs. For more information about ComicsPRO, please visit www.comicspro.org.

DIGITAL ASSETS - GRAPHICS

Please download them from <http://localcomicshopday.com/downloads-2018/>



DIGITAL ASSETS – TEXT

IMPORTANT: We've given you these text snippets to spread the word about the exclusive items. However, if you focus **ONLY** on the exclusive items, your event might not get traction. Please add information about your **EVENT** to these snippets!

Remember: Successful stores use **LCSD Exclusives** as a building block to build a successful event.

FACEBOOK-READY POST TEXT

Exclusive Local Comic Shop Day® comics and graphic novels only available here on Saturday, November 17, 2018

As a way to say thank you for your continued support of our business, we have partnered with ComicsPRO to bring you the fourth annual Local Comic Shop Day®! These #LCSD exclusive comics will only be available in-store, at participating local comic shops around the world! You will not find them as digital content, online or at the big box retailers. Long Live the Local Comic Shop!

For more info on this worldwide event, ASK US or visit: localcomicshopday.com

INSTAGRAM-READY POST TEXT

On Saturday, November 17th we will be offering exclusive Local Comic Shop Day® comics and graphic novels! These are only be available in-store, at participating local comic shops around the world! You will not find them as digital content, online or at the big box retailers. Long Live the Local Comic Shop! #localcomicshopday #exclusive #comics #comic #comicspro #LCSD2018 #LCSD #LOCALCOMICSHOPDAY2018

TWITTER

Most publishers and artists use twitter heavily. So by mentioning the publishers and artists/authors in your tweet, you will start up a conversation, which fans can follow.

Here's a sample tweet followed by contact information for publishers and artists/authors.

SAMPLE TWEET

#LCSD2018 PLANET HULK HARD COVER available at (YOUR STORE) on Nov 18 for Local Comic Shop Day® @Marvel @gregpak

Note: Because tweets have to be shorter than 144 characters, you might have to delete or change some of the text when you add your store name.

CONTACT INFO

PUBLISHERS

@ArchieComics
@blackmaskstudio
@boomstudios
@DarkHorseComics
@DCComics

@IDWPublishing
@ImageComics
@Marvel
@OniPress
@TitanComics
@Valiant Comics

CREATORS

w=writer

a=artist

ca=cover artist

BLACKBIRD #1 FOIL EDITION

Sam Humphries (w) @samhumphries,
Jen Bartel (a) @heyjenbartel

BRAVE AND THE BOLD BATMAN AND WONDER WOMAN HC

Liam Sharp (w,a,ca) @LiamRSharp

CALEXIT VOL 1 HC

Matt Pizzolo (w) @pizzolo
Amancay Nahuelpan (a) @amancay_art

CHERYL BLOSSOM #1

various

DOCTOR WHO 13TH DOCTOR #1 SET

Will Brooks (ca) @willbrooks1989
Jody Houser (w) @Jody_Houser
Rachael Stott (a) @RachaelAtWork
Enrica Eren Angiolini (a) @ErenAngiolini

GIDEON FALLS HC VOL 01

Jeff Lemire @JeffLemire
Andrea Sorrentino @And_Sorrentino
Dave Stewart @Dragonmnky

GO-BOTS #1

Tom Scioli @tomscioli
Diego Jourdan Pereira

GREEN LANTERN #1 Foil

Grant Morrison @grantmorrison
Liam Sharp (a) @LiamRSharp

MARVEL KNIGHTS 20TH #1

Donny Cates @Doncates
Travel Foreman
Geoff Shaw @GeoffShaw12

MIGHTY MORPHIN POWER RANGERS YEAR TWO BLIND BOX

Kyle Higgins @KyleDHiggins
Ryan Ferrier @ryanwriter
Henry Prasetta
Felipe Massafera @FelipeMassafera

RICK & MORTY TREASURY EDITION

Kyle Starks @TheKyleStarks
Marc Ellerby @MarcEllerby
Sarah Stern @Worstwizard

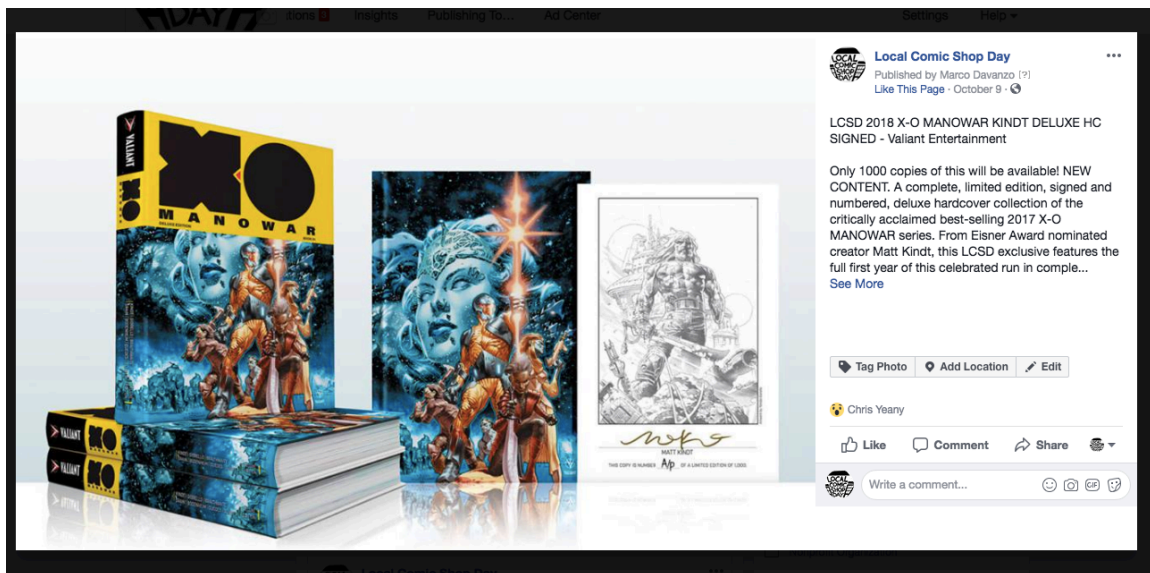
Emmett Helen @EmmettHelenArt
Mark Jones
SPACE RIDERS VOL 2 GALAXY OF BRUTALITY HC
Fabian Rangel Jr.
Alexis Ziritt

UNCANNY X-MEN #1 DEODATO Variant

Ed Brisson @edbrisson
Mahmud A. Asrar @MahmudAsrar
Mike Deodato (ca) @mikedeodato
WILLIAM GIBSON ALIEN 3 #1

Johnnie Christmas @j_xmas
William Gibson @GreatDismal
Tamra Bonvillain @TBonvillain
X-O MANOWAR KINDT DELUXE HC SIGNED
Matt Kindt @mattkindt
Tomas Giorello

COVER JPEGS



You can find snippets of information and cover jpegs for all 15 Local Comic Shop Day® items in two places.

https://www.facebook.com/pg/LocalComicShopDay/photos/?tab=album&album_id=1406722202804901

<http://localcomicshopday.com/unique-items/>

Please use any information that you find there in your advertising.

SECTION FOUR: FREQUENTLY ASKED QUESTIONS (FAQ)

What should I price Items at?

By law, ComicsPRO can't and won't dictate prices. Individual retailers must determine for themselves how to price LCSD items. Publishers provide suggested retail prices (SRP), and it all boils down to what's fair and what works for you.

Are there ways to give all interested consumers an equal chance to buy limited edition items?

Here's a few options that retailers have used:

1. Raffle. Everyone showing interest in an LCSD limited edition item gets a free raffle ticket. Maybe your regulars are rewarded with extra tickets. Perhaps those waiting in line when your shop opens on LCSD get extra tickets to improve their chances. Then draw the winning ticket near the end of the event day to determine who gets to purchase the limited item.
2. Sell tickets for specific items. If there are excess proceeds, consider having them go to a charity of your choice. Please be aware that in some areas, this might be considered a lottery, so some local laws may forbid this.
3. Do it on a strict "First Come/First Served" basis. If that means there's a line outside of your store when you open on November 28, maybe you'll have other specials in mind for those shoppers.
4. Offer it a regular price but with an \$X purchase. Make that number high enough it should disincline the re-seller, satisfy laws of supply and demand, encourage store spending, and give the book a perceived value commensurate with its scarcity.
5. Offer it to the first person who makes a \$X donation to the charity of your choice. (A local charity, CBLDF, Hero Initiative, etc).

What are participating retailers planning for the weekend?

Last year retailers planned the following:

- Sales
- Creator Signings
- Amateur Artists drawing favorite comic characters.
- "Wish list" - Customers let you know what LCSD items they want and relatives doing their holiday shopping have an easier time buying gifts.

If you have any other imaginative ideas, please share! Please send your ideas to info@comicspro.org and we will try to disseminate them to participating retailers.

SECTION FIVE: THE RULES

- LCSD items are not to be "pre-ordered" or reserved in advance in an effort to push traffic to participating shops on the event day.

- * LCSD items will not be sold prior to 8 AM local time on November 17th.

- * Retailers agree to make every effort to sell exclusive LCSD items in store rather than through other sales channels.

- * If unsold LCSD stock exists after LCSD, Participating Retailers agree to wait for two days (Monday, November 19th, 8AM EST) before selling it on eBay, other online aggregation sites, or their own websites.

- * LCSD retailers are asked to actively thwart speculators. That is, if you receive only a few copies of a limited edition item and someone asks to buy them all, you will not agree to do it

- * LCSD retailers are asked to handle limited items prudently, so that as many people as possible can have a fair chance to get the limited items.

- * LCSD retailers will not hold back limited items to sell later for inflated prices.

- * When a retailer signs this agreement, ALL employees must abide by it. You are accepting responsibility to educate your staff about what LCSD is, what the LCSD items are, why they require special handling outside regular stock and what they can't do with them (like put them on eBay or online or hold them in advance).

- * Any retailer not adhering to these LCSD requirements may be banned from participating in Local Comic Shop Day® for up to 3 years, will lose their registration fee (no refund), and/or could be subject to legal action by ComicsPRO for breaking the terms of the Local Comic Shop Day® License.

If anybody hears of any store breaking these rules, please let us know. Email us at info@comicspro.org. Thanks!

ACKNOWLEDGEMENTS

Logo design

Andrew Neal

Available for design, illustration, and art direction work.

Website: <http://wanderlane.com>

Email: neal@wanderlane.com

2018 Mini-Poster pencils and inks

Todd Nauck

<http://toddnauck.com>

mail@wildguard.com

2018 Mini-Poster colors

Gabriel Eltaeb

gabeeltaeb@gmail.com

Advertising Materials graphic design

Amanda Magnetta

amanda@tatescomics.com

Local Comic Shop Day Committee:

Peter Dolan, Joe Field, Barry Herring, Bret Parks, Todd Merrick, Tim Stoltzfus, Matthew Brady, Brainy Singh, and Marco Davanzo.

ComicsPRO Board of Directors

Peter Dolan (President), Jenn Haines (Vice-President), Ralph Mathieu (Treasurer), Colin McMahon (Secretary), Steven Olsen, John Dudas, Tim Stoltzfus.