



# INTRODUCTION TO BOOKSELLING 2026



NATIONAL  
BOOK  
TOKENS



THURSDAY 5 MARCH 2026

To be held exclusively 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 celebrates its 20th anniversary in 2026. 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.

**Please note that the course is conducted exclusively via Zoom, rather than in person. The course will not be recorded.**

## 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

**09.30**

## **About the Course and Your Tutor**

**09.45**

## **BA Services:**

How the Booksellers Association can support you and your bookshop

**10.00**

## **The Book Market Today:**

Should you enter this market?

**10.30**

## **The Journey of the Book:**

The key areas of the book trade and the resources available

**11.00**

## **Break**

**11.10**

## **Good Retail, Great Bookselling:**

Creating a strong business foundation

**11.45**

## **Questions Part 1**

**12.20**

## **Lunch**

**01.00**

## **Bookshop Video Tour**

**01.15**

## **Izzy Carlile from Batch Ltd:**

Stock management systems

**01.30**

## **Guest Speaker:**

A chance to hear from a bookseller who opened their shop relatively recently

**02.00**

## **A Day in the Life of a Bookseller**

**02.45**

## **Questions Part 2**

**03.30**

## **CLOSE**

**The course fee is £150 (including VAT) per person. Course attendees also receive a free copy (normal price £35) of the newly revised BA publication, Starting a Bookshop. The book is available exclusively as a PDF.**

For further details, please contact Kate Gunning: [kate.gunning@booksellers.org.uk](mailto:kate.gunning@booksellers.org.uk)

**To book a place, fill in the form below.**

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Company VAT Number (if relevant)

## **Payment Methods**

**BACS** (if you will have difficulty paying by BACS, email [kate.gunning@booksellers.org.uk](mailto:kate.gunning@booksellers.org.uk))

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SwiftBIC: HBUKGB4104L  
Iban: GB72HBUK40222692774054

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IBAN: GB50HBUK40127683919446

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