

HOT NEWS

BOOK SALES ON FIRE

One of the best ways to increase your customer's book sales is to insure they have the "best sellers" as well as new titles for the consumer. Imagine if you went into a Barnes and Noble book store and it rarely changed! And, imagine titles in your favorite subject were always the same. Eventually you would stop going to the store looking for new titles. The same is true for the assortment of books in your customer's stores; once the consumer has viewed the unchanged assortment three or four times they become reluctant to spend time looking at it again and it is difficult to reignite their interest.

A regular review is important and adding new titles is a "must" to keep consumers interested and coming back to the book assortment. Here are five "top sellers" from various series of books that you should make sure your customers know about and stock:

How To Draw and Paint:

HT290 Faces and Features
HT255 - Flowers by Wm Powell
HT01 – How to Draw1
HT269 - Cartooning 1
HT313 – Manga

Artist's Library/Drawing Made Easy/Watercolor Made Easy:

DME10 – Dragons & Fantasy
DME8 – Lifelike Heads
AL03 – Pencil Drawing
WME4 – Fairies and Fantasy
AL13 - Perspective

Kid's Books:

Due to the retail price differences I am ranking them by total retail sales:

WFS2 - Fashion Design Workshop
LUVB3 - I Love Horses Activity Book
KDS6 - Horses & Ponies
KDS3 - Pets
KDS1 - Dogs

Collector's Series and other \$19.95 Books:

TB5 - Creative Doodling and Beyond
CS06 - The Art of Basic Drawing
FA5 - How to Draw Steampunk
HUN1 - 100 Things Every Artist Should Know
CS09 - The Art of Drawing People

Also, keep in mind that the Collector's Series rack, which holds the 9 X 12 books and some of the 8 ½ X 11 titles is a "killer" rack when it comes to sales. Most of these are \$19.95, but there could be a few \$16.95 titles or even \$9.95 titles. In accounts where we continually evaluate sales and replace "tired" titles, the CSI-14, outshines all of our other racks by a wide margin. In no situation did it perform at a rate less than the best 14 pocket How To rack! If you haven't placed a Collector's Edition rack in all of your top accounts, you are missing out on a huge sales opportunity.

I have attached an updated version of the recommended plan-o-grams of Walter Foster books. This brings you up to date with recommendations and plans for the remainder of the year as well as a few titles not due until January 2013! Spend a little time updating the Walter Foster assortment and you will notice a marked increase in sales.

If I can help in any way please do not hesitate to give me a call (800-426-0099) or send an e-mail (dweidner@walterfoster.com).

Thank you for your efforts.



JULY 2012

HOW TO SERIES PLAN-O-GRAM PLANNING

How To Book Listing in Recommended Sequence by Medium -
Title Recommendations Based Upon Sales Results

		RECOMMENDED ASSORTMENTS		
BOOK NO.	TITLE	2 Rack Prog	3 Rack Prog	4 Rack Prog
		28 Pockets	42 Pockets	56 Pockets
CATEGORY: SPECIAL SUBJECTS		1 Title	1 Title	3 Titles
HT298	Get Start Painting			C
HT56	Color			C
HT300 DISC	Calligraphy and Illumination DISC			
HT322	Lettering & Word Design	A	B	C
CATEGORY: DRAWING		12 Titles	20 Titles	23 Titles
HT266	Drawing [Book One]	A	B	C
HT289	Basic Anatomy and Figure Drawing			C
HT312 DISC	Adventure Characters - DISC			
HT12 DISC	Animals - DISC			
HT309	Animals in Colored Pencil	A	B	C
HT307	Baby Animals		B	C
HT217	Buildings [with Gene Franks]		B	C
HT323	Colored Pencil Basics	A	B	C
HT308	Dogs & Cats	A	B	C
HT295	Dragons		B	C
HT17	Faces	A	B	C
HT290	Faces & Features	A	B	C
HT297 DISC	Fantasy Creatures - DISC			
HT20 DISC	Female Figures - DISC			
HT 316	Figure, The NEW			C
HT255	Flowers [with William F. Powell]	A	B	C
HT317	The Head		B	C
HT311 DISC	Horror Characters - DISC			
HT11	Horses	A	B	C
HT1	How to Draw/1	A	B	C
HT2 DISC	How to Draw/2 - DISC			
HT258	Landscapes [with William F. Powell]		B	C
HT328	Landscapes			C
HT313	Manga	A	B	C
HT296 DISC	Mythological Beasts - DISC			
HT294	People w/ D. Yaun	A	B	C
HT257	People [with William F. Powell]		B	C
HT286	Pets		B	C
HT310 DISC	Science Fiction - DISC			
HT293 DISC	Street Scenes - DISC			
HT259	Trees [with William F. Powell]	A	B	C
HT284	Wild Animals [with Wm. F. Powell]		B	C
CATEGORY: ACRYLIC and OIL		8 Titles	11 Titles	15 Titles
HT305	Animals	A	B	C
HT198	Landscapes [with Anton Gutknecht]			C
HT292 - DISC	Marine Life with Wyland - DISC			
HT273	Acrylic [Book One]	A	B	C
HT264	Oil [Book One]	A	B	C
HT206	Clouds and Skies			C
HT320	Clouds and Skyscapes	A	B	C
HT106	Faces & Features	A	B	C
HT327	Flowers (NEW)		B	C
HT228 - DISC	Horses DISC			
HT183	Land and Sea	A	B	C
HT318	Landscapes		B	C
HT208	Landscapes [with William Alexander]			C
HT324	Oceans & Seascapes (NEW Jan 13)			
HT244 - DISC	The Ocean - DISC			
HT329	Pet Portraits (NEW November 12)			C
HT314	Portraits Oil & Acrylic	A	B	C
HT315	Still Lives [Oil and Acrylic]		B	C
HT101 - DISC	Sunsets - DISC			
HT321	Sunsets	A	B	C
CATEGORY: PASTEL			1 Title	1 Title
HT319	Horses & Ponies		B	C
CATEGORY: WATERCOLOR		3 Titles	4 Titles	5 Titles
HT265	Watercolor [Book One]	A	B	C
HT233	Chinese Brush		B	C
HT303 DISC	Color Made Easy - DISC			
HT302	Florals & Botanicals	A	B	C
HT306 DISC	Realistic Painting - DISC			
HT326	Seasons (NEW January 13)			C
HT229	Seascapes	A	B	C
CATEGORY: CARTOONING		4 Titles	5 Titles	5 Titles
HT325	100 Cartoon Faces & Expressions (NEW)		B	C
HT134	Animals	A	B	C
HT26	Animation [Book One] [with Preston Blair]	A	B	C
HT269	Cartooning [Book One]	A	B	C
HT270 DISC	Cartooning [Book Two] - DISC			
HT291	Character Design	A	B	C
HT221 DISC	Characters [with Don Jardine] - DISC			
HT301 DISC	Cool Cars - DISC			
DS01 DISC	Learn to Draw Mickey Mouse and Friends- DISC - Use DS01N in the children's racking			
Display Totals		28 Titles	42 Titles	52 Titles *
			* Note: 4 extra pkts.	

JULY 2012
CSI-14 COLLECTOR'S SERIES RACK RECOMMENDATION

BOOK NO.	TITLE	1 Rack Prog	2 Rack Prog	3 Rack Prog
AA1	Dinosaurs & Reptiles		B	C
AA2	Horses & Ponies		B	C
AA3	Sea Creatures & Animals		B	C
AA4	Drawing Cool Cars, Fast Planes & Military Machines		B	C
CH1	You Can Draw Cartoon Animals	A	B	C
CS01	The Art of Pencil Drawing		B	C
CS02	The Art of Watercolor	A	B	C
CS05	The Art of Oil Painting	A	B	C
CS06	The Art of Basic Drawing	A	B	C
CS07	The Art of Acrylic Painting		B	C
CS08	The Art of Drawing Dragons	A	B	C
CS09	The Art of Drawing People	A	B	C
CS10	The Art of Drawing Animals	A	B	C
CS11	The Art of Drawing Fantasy Characters			C
CS12	The Art of Pastel		B	C
CS13	The Art of Calligraphy & Lettering	A	B	C
CS14	The Art of Drawing and Painting Horses		B	C
CS15	The Art of Drawing & Painting Portraits (NEW Sept 2012)		B	C
CS16	The Art of Painting Landscapes, Seascapes and Skyscapes in Oil and Acrylic (NEW Aug 2012)			C
DME101	Drawing Concepts		B	C
DME102	Drawing Lifelike Subjects		B	C
FA1	How to Draw Zombies			C
FA2	How to Draw Vampires			C
FA3	How to Draw Wizards		B	C
FA4	How to Draw Fallen Angels -			C
FA5	How to Draw Steampunk	A	B	C
HC1	Mixed Media Workshop NEW	A	B	C
HD1	How to Draw Harley Davidson Motorcycles			C
HUN1	100 Things Every Artist Should Know NEW	A	B	C
JH1	Doodling with Jim Henson	A	B	C
QRT2	Different Strokes - Watercolor			C
QRT3	Different Strokes - Pencil Drawing			C
SA1	Art School Approach: Still Lifes & Florals (NEW Aug 12)			C
TB5	Creative Doodling and Beyond	A	B	C
TB6	Artist's Block Cured! NEW			C
USA1	Learn to Draw American Landmarks & Hist. Heroes (NEW Nov 12)			C
VC01	How to Draw Classic Heads & Faces		B	C
VC02	How to Draw & Paint Pin-ups & Glamour Girls			C
VC03	How to Draw & Paint Fashion & Costume Design			C
WFS01	HTD Magical, Monstrous & Myth. Creatures		B	C
WFS02	Fashion Design Workshop	A	B	C
WFS3	Manga Chibis and Cute Critters (NEW Aug 12)			C
		14 Titles	28 Titles	42 Titles

JULY 2012
CHILDREN'S PLAN-O-GRAM PLANNING
8 1/2 x 11 - Children's Licensed and Non-Licensed Products
Title Recommendations Based Upon Sales Results

BOOK NO.	TITLE	RECOMMENDED ASSORTMENTS		
		1 Rack Prog	2 Rack Prog	3 Rack Prog
		14 Pockets	28 Pockets	42 Pockets
CATEGORY: LICENSED BOOKS		9 Titles	14 Titles	21 Titles
DC19M	Princesses - switch to DC38 when available			
DC21M	Your Favorite Disney*Pixar Characters	A	B	C
DC22M	Cars SUB DC34			
DC23M	The Fairies of Pixie Hollow		B	C
DC25M	Tinker Bell	A	B	C
DC29M	The Princess and the Frog -			C
DC30M	Toy Story - DISC new version & format Aug 2011 DC35			
DC31M	Tangled			C
DC32M	Cars			
DC33M	Phineas & Ferb	A	B	C
DC34	Cars		B	C
DC35	Toy Story 3		B	C
DC36	Brave	A	B	C
DC37	Favorite Fairies (NEW Sept 12)			
DC38	Enchanted Princesses (NEW Sept 12)			C
DS01N	Mickey Mouse and His Friends NEW FORMAT	A	B	C
DS05N	Winnie the Pooh - NEW FORMAT		B	C
DC601	Celebrated Characters Collection	A	B	C
DC602	Favorite Princesses	A	B	C
DC603	Villians	A	B	C
NICK1	How to Draw SpongeBob SquarePants®		B	C
NICK3	How to Animate SpongeBob SquarePants®			C
NICK5	How to Draw the Best of Nickelodeon	A	B	C
NICK7	Avatar: The Last Airbender™			C
NAS1	NASCAR® Learn to Draw Race Cars - DISC			
PAWS1	How to Draw Garfield			C
RV1	Angry Birds (NEW Sept 2012)			C

LEARN TO DRAW - NON LICENSED		4 Titles	6 Titles	13 Titles
KDS1	Dogs & Puppies	A	B	C
KDS2	Dinosaurs		B	C
KDS3	Pets	A	B	C
KDS4	Cars & Trucks			C
KDS5	Cats & Kittens			C
KDS6	Horses & Ponies	A	B	C
KDS7	Sea Creatures			C
KDS8	Animals	A	B	C
KDS9	Reptiles			C
KDS10	Insects			C
KDS11	Farm Animals		B	C
KDS12	Planes, Choppers & Watercraft			C
KDS13	Tanks, Aircraft & Armored Vehicles			C
KDS 14	Forest Animals & Wildlife (NEW Oct 12)			
KDS15	Rainforest & Jungle Animals (NEW Jan 13)			
KDS16	Ancient Times (NEW Feb 13)			
WATCH ME DRAW - LICENSED				2 Titles
NICK201	SpongeBob SquarePants Underwater Escapades			C
DC204	Cinderella's Enchanted World			C
WATCH ME DRAW -NON-LICENSED			5 Titles	10 Titles
WM1	Favorite Pets		B	C
WM2	Dolphins, Whales, Fish & More			C
WM3	Things Girls Love		B	C
WM4	Dinosaurs		B	C
WM5	Outer Space		B	C
WM6	The Zoo		B	C
WM8	A Boy's Adventure			C
WM9	Monsters Under My Bed			C
WM10	A Magical Fairy World			C
WM11	Robots			C
I LOVE BOOKS		1 Title	3 Titles	4 Titles
LUVB1	I Love Cats!		B	C
LUVB2	I Love Dogs!		B	C
LUVB3	I Love Horses!	A	B	C
LUVB4	I Love Sweet Treats!			C
	Totals	14 Titles	28 Titles	50 Titles
			NOTE:	8 pkts. Over

JULY 2012
ARTIST'S LIBRARY/ DRAWING MADE EASY/ WATERCOLOR MADE EASY

RECOMMENDED 14-POCKET ASSORTMENTS
BASED UPON SALES DATA

BOOK NO.	TITLE	1 Rack Prog	2 Rack Prog	3 Rack Prog
	ARTIST'S LIBRARY	14 Pockets	28 Pockets	42 Pockets
		6 Titles	15 Titles	22 Titles
AL01	Painting in Oil		B	C
AL02	Watercolor	A	B	C
AL03	Pencil Drawing	A	B	C
AL04	Acrylics	A	B	C
AL05	Color and How to Use It		B	C
AL13	Perspective	A	B	C
AL14	Cartooning			C
AL15	Calligraphy & Lettering Design		B	C
AL23	Oil Painting Techniques			C
AL28	Mix Your Own Acrylics		B	C
AL37	Watercolor Painting Step by Step	A	B	C
AL38	Oil Painting Step by Step		B	C
AL39	Colored Pencil Step by Step		B	C
AL42	Pastel Step by Step		B	C
AL43	Watercolor Pencil Step by Step		B	C
AL44	The Art of Chinese Brush Painting		B	C
AL45	Acrylic Painting Step by Step	A	B	C
AL46	Keeping a Watercolor Sketchbook			C
AL47	Steps to Success in Watercolor			C
AL48	Oil Pastel Step by Step			C
AL49	How To Draw from Photographs			C
AL50	The Art of Airbrushing			C
AL53	Color Theory (NEW Jan 2013)			C
	DRAWING MADE EASY	7 Titles	10 Titles	14 Titles
DME1	Getting Started		B	C
DME2	Understanding Values			C
DME3	Realistic Textures			C
DME5	Dogs & Puppies	A	B	C
DME6	Flowers & Botanicals	A	B	C
DME7	Beautiful Landscapes		B	C
DME8	Lifelike Heads	A	B	C
DME9	Lifelike Animals	A	B	C
DME10	Dragons & Fantasy	A	B	C
DME11	Colored Pencil	A	B	C
DME12	Horses & Ponies		B	C
DME13	Shortcuts & Artists' Secrets			C
DME14	Flowers in Colored Pencil	A	B	C
DME15	Landscapes in Colored Pencil			C
	ARTIST'S STUDIO		1 Title	1 Title
AST1	Modern Acrylics		B	C
	WATERCOLOR MADE EASY	1 Titles	2 Titles	5 Titles
WME1	30-Minute Landscapes			C
WME3	Expressive Color DISC			
WME4	Fairies & Fantasy	A	B	C
WME5	Horses & Ponies		B	C
WME6	Seascapes & Sunsets			C
WME7	Portraits - NEW			C
Totals		14 Titles	28 Titles	42 Titles