

## How to Create Catalogues and Lists at [BookManager.com](http://BookManager.com)

We have a online catalogue management system that will bring frontlist, backlist and special promotions to the eyes of industry book buyers. It's now easier for publishers to create catalogues and other book lists. Book buyers will discover your lists with ease, and can order from you (or your distributor) directly by using the comfort and familiarity of their own WebStores!

We are asking the publishing industry to support our efforts by providing the information needed to make this work for book buyers on a seasonal basis. Paper catalogues are being used less frequently, which means that 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 have 125 publishers and distributors supporting booksellers with current price and availability for the books they carry (PubStock). Each has a login at [BookManager.com](http://BookManager.com), which can be used to create and upload catalogues and 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 (TitleBrowser). The new Lists & Catalogues is the next level that introduces them to forthcoming titles, backlist specials and other promotions. Each bookseller has a login that gives them access to all of these resources at [BookManager.com](http://BookManager.com); the majority of stores also have their own BookManager-hosted WebStore that is used for managing their inventory in an integrated fashion, as well as showcasing books to their customers.

### How Publishers and Distributors create and manage catalogues:

All you need is a list of ISBNs because the rest of the bibliographic information is likely already stored with us.

Visit [BookManager.com](http://BookManager.com), log in with either your company username or your staff account that is linked to your company. Click the "Browse - books, lists and catalogues" button on the left. Then click "Lists I Created" and then "Create a new list". Below are the simple steps:

#### List Name

Start by giving your list a descriptive name; in the case of a catalogue, you might use the imprint or line, and the season. Your company name is already shown above this, so you can probably eliminate this redundant information to keep it looking clean.

#### 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 book buyers. HTML is not used (it is ignored) when the description is displayed to keep lists looking clean and uniform.

#### Titles

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. 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. The checkbox "Sort by rank on save" is to reorganize the ISBNs on the list so that the most popular selling (or forthcoming) will appear at the top of the list. This option is only used for certain types of lists.

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, books by the author, etc.), which provides a similar experience in a number of situations.

**Note:** You can create a list with no ISBNs and then use Edit to add them later on.

#### Category

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 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. For publishers, the Catalogues, Dropins, Promotions, Backlist, Suggestions, Discontinued (for recalls and

returns), New lines, Remainders and Publicity are the most commonly used.

*Note:* Choosing "Uncategorized" is good for internal or private use. Any list in this category cannot be accidentally Shared until you Edit and assign it to a different Category.

### **Subcategory**

Like Category, your choice must be picked from a fixed list. Only the categories of Awards, Catalogues, Reviews and Home Page allow for you to choose a Subcategory. Again, if you really need something that we have not provided, just let us know.

### **Effective Period**

Every list needs a date or period that explains the time frame for the titles. Forthcoming titles are always given a Month (e.g. Mass Market) or Season. Do not use the Year, as this is more specific to things like awards. For all lists not announcing front-list titles, 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. Even a list categorized as Backlist should use this type of effective period. Using "Year 2012" is not where people will look when they are browsing for things to buy – it's simply too broad, and makes list look out of date, when it that is not the case.

### **Expiry date**

Used effectively, this date can be helpful to buyers. It should be viewed 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 unshare it, or trash it; but you can also select to do nothing once the expiry occurs and therefore leave it to yourself to manage it. Most lists should be set to expire within a couple of months from when they were made available to others.

### **Dropins and editing shared lists**

Dropins are lists of titles added after a seasonal catalogue was published. 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 view, your changes will 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.

### **Adding an image for your catalogue or list**

Posting an image for your 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. For technical reasons, you need to Save your list before adding an image. We accept all the most common forms of image files. If they are large, it may take a few moments for the upload to complete. If you do not provide an image, the first title in your list will be used to make the listing more visually appealing. If an image with "no cover available" appears, it means we have yet to receive a proper cover image of the first title. We receive data from hundreds of sources, and it may be likely that your data department has yet to send us this data, which is a separate process from creating lists. Please contact [Carley](#) or [Kellynda](#) to discuss that issue further.

### **Sharing lists**

Of course, this is the most important reason for creating a list. Sharing is *not* automatically done when you create a list. You must click the Share icon once you are ready (the icon which looks like two people). We suggest that you review the list before sharing it. You have an option to share with all bookstores, or with a select few.

Once you have Saved your list, you will likely be ready to Share it. The hundreds of booksellers using our services have a login that creates an Inbox for their personal use. When you Share a list, each buyer will have their Inbox updated with your list (similar to sending them an email). The list will appear at the top of their Inbox because their Inbox is 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 list might be used soon after you Share it, your changes made after sharing may not be noticed by those people.

### **Unsharing a list**

If you have just shared a list, unsharing it will likely 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). We still encourage you 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.

### **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.

### **Re-sharing a list**

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

### **Deleting a list**

If you are really done with the list, use Delete. Like Archive and Trash, the list will be unshared, however, it is only truly deleted if everyone else has already deleted or Trashed their copy.

### **Changing other attributes of a list**

You can freely change the Category, Name and Description of a list, which will affect the lists you have shared. Perhaps, after working with lists for a while, you will find your own groove with the most efficient way to organize them for you and others. For any guidance with what booksellers prefer to see, feel free to drop us a line.

### **How Shared lists work at the BookManager site**

Shared lists are also available to buyers 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](http://BookManager.com), they will have access to the lists that are currently being shared. As soon as a list is unshared (either by the creator or TBM), it will be removed from their view.

### **Managing your lists**

Hopefully, we have created a means for you to manage your lists in a intuitive manner that does not require detailed instruction. When a list is created it is assigned a short (12 character) "folder name" that is either your company name, or if you used a personal login, your own name. You can change the name assigned by clicking the grey folder name just above the lists' name. As you make changes, you will see how the list is moved into different folders on the left. These changes have no impact on what others see; it is intended for your private use to organize and manage lists.

### **Catalogues and Lists**

Below the "Lists I created" group of menus is another group called "Catalogues and lists". This is essentially the menu system that buyers use to view and manage all of the lists being shared. Use this area to visualize how others see your shared lists. Be careful using the options to Archive and Trash lists while viewing them here. You are essentially still working with your own lists, and your actions could inadvertently unshare a list.