

Independent Bookstore Day 2020 - Adding Event-Exclusive Items to your IndieCommerce or IndieLite Site:

To address the needs of participating stores on the IndieCommerce platform, some of the event-exclusive items have been added to the Book Data System for IndieCommerce and IndieLite sites. However, other items will need to be created as custom products (**IndieCommerce only**). This means that if you have Independent Bookstore Day items in-store, you'll be able to put those items on your site to sell to customers beginning August 29th!

The content created on your site, both the book list and the custom products in preparation for IBD can be kept unpublished until August 29th, when the items can officially be ordered by customers. Items can be promoted leading up to the event, however the items cannot be sold beforehand. [The FAQ for IBD can be found here.](#)

[Graphics, trade information, and online event ideas can be found over at indiebookstoreday.com.](#)

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Create the Booklist

To get started on listing the IBD items you have in stock on your site, you'll first need to create a booklist. [For more information on this feature in general, please see our Help Doc on this topic.](#)

Once you're logged into your site, navigate to **Content > Add content > Page**. This will bring up a page with blank content fields to fill in.

1. Enter 'Title' - Independent Bookstore Day 2020
2. In the 'Body', enter any pertinent information about IBD and any special events your store might be hosting, virtual or otherwise.
 - a. Some example text can be found:
 - <https://icsample17.d7.indiebound.com/independent-bookstore-day> and some event ideas can be seen here:
 - <http://www.indiebookstoreday.com/2020-party-event-ideas>.
3. Scroll to the 'Books' field and enter your first ISBN, EAN, SKU or Model.
 - a. **The ISBNs for IBD 2020 can be found at the Edelweiss Catalog here:** <https://www.edelweiss.plus/#catalogID=4439984&page=1>. They can also be found on the last page of this file.
4. Click in the white area above the box where you entered your ISBN/EAN so that the 'gadget' appears and pulls in your product. You should see your product information appear
5. Add Another Item
6. **If making this content prior to August 29th:** Under Publishing options, uncheck 'Published' to ensure this content is only seen by staff members
7. Save

Repeat steps 2-5 until all preferred items have been added to the list.

Create the Custom Products (IndieCommerce Only)

There are two items that are not in the Book Database System:

- Signed copy of *Ways to Make Sunshine* by Renee Watson
- *Exclusive Shuri: A Black Panther Print*.

These products specifically will need to be created as custom products and then added to the list created above via their unique SKU. [Please find more information and further customization options for custom products in our related Help Doc.](#)

1. Create the Custom Product Class
 - Navigate to **Store > Products > Manage Product Classes**
 - Fill in the 'Add a Class' form
 - Enter the Class ID - *Example: ibd2020*
 - Class Name - *Example: Indie Bookstore Day 2020*

- Description is optional
 - Save at the bottom of the page.
2. Create the Product
- Navigate to **Content > Add content > Indie Bookstore Day**
 - Give your product a name: *Exclusive Shuri: A Black Panther Print: Black Panther exclusive signed by Nic Stone.*
 - Add a description about the product. [The product descriptions can be found on the Edelweiss catalog of IBD 2020 products.](#)
 - i. To view this information, click on the multi-directional arrows near 'Content'.
 - Upload an image of your product - Choose File - Search for it Locally - Upload
 - Enter a SKU to reference your product. It can be a string of numbers, or words (it cannot be a 10 digit or 13 digit number - if you want to use those numbers you can add a letter to the front or end of the SKU to distinguish it from the book ISBN) *Ex: ibd596060530109654* (**Custom SKUs should be lowercase, as uppercase may cause issues when searching by SKU**)
 - Add the sell price and the list price (which should be the same) along with the weight, length, and height.
 - **Under 'Publishing options', uncheck 'published' to ensure the product** will not be seen by customers until August 29th.
 - Save.

Repeat the above steps until you have all desired Indie Bookstore Day products created.

3. Add the Custom Products to the Independent Bookstore Day 2020 Booklist
- Navigate back to the page we created earlier, and under 'Booklist' and go to 'Edit'.
 - Just like earlier, scroll to the 'Books' field and enter your first ISBN, SKU or Model, click outside of the 'widget' to populate the item.
 - Add the other SKUs, if you wish.
 - Save

Workaround For IndieLite Sites:

Although you cannot create custom products, you can include the product images, titles, and prices in the description of the Page and request customers call the store to place an order for them. An example of this can be seen on one of our IndieLite test sites here: <https://courtneytestlite.indielite.org/independent-bookstore-day>

To add the other products to the Independent Bookstore Day 2020 Booklist:

- Navigate back to the page we created earlier, and under 'Booklist' and go to 'Edit'.
- In the body of the page, click on the 'Image' icon, 7th icon in from right - top row.
 - i. Select 'Browse Server' and select the file:
 1. From the image list if it was previously uploaded
 2. Select 'Upload' in the 'File Browser' window
 - a. Select 'Browse' or 'Choose File'
 - b. Locate the file on your local drive, select it, click 'Open', and then select 'Upload'
 - ii. Double click the 'File', enter your 'Image Properties' as desired, and then click 'Insert file'.
- Underneath the image, you can then add the title, price, and other pertinent information.

Local Store Inventory (LSI), Stock, & Not For Sale Options (IndieCommerce Only)

- If Local Store Inventory is enabled for your site, you can add the ISBNs to an LSI upload the night prior (the 28th) and include quantities. [We have more information on LSI at our Help Center.](#) Please keep in mind that doing a separate upload with only these items will overwrite a previous LSI file; to prevent this, add your IBD items and quantities to an LSI file with your regular inventory.

Files should be in either one of the 2 formats listed here - ISBN, Price, and Quantity are required, Location is optional. Prices *must* be in decimal form to keep them separate from quantity.

File Type 1: ISBN, Price, Quantity, Location

File Type 2: ISBN, Quantity, Price, Location

Example: 9780063025349, 29.99, 30

- If Stock is enabled, you'll be able to adjust the quantity of *custom products* on hand throughout the day on the product page. This will allow you to control how many items display for customers when they're browsing. [More on Stock can be seen here.](#)
- Not for Sale: If you don't wish for these items to show on your site, or want to prevent the sale of items you're out of, you can upload a .txt file for just the ISBNs to **Store > Configuration > Store pricing > Books > Not For Sale**. [More on Not For Sale here.](#)
 - 'Choose file', browse for the file you want, click 'upload file' before clicking

- ‘submit’. A confirmation message will display for a successful upload.
- NFS files are processed 4 times a day; the status change will not be immediately visible.
- **To undo the Not For Sale upload, you can upload a blank .txt file and this will allow the previously-unavailable ISBNs to be available to customers.**

Create a Block to Promote the Booklist

Now that you’ve created your list of items, you’ll need to create a block to make the list more visible to customers visiting your site with a link directly to the page. Blocks can be created to display in certain regions of your site and set to display on all or only specific pages. [More about Blocks can be found here.](#) For this particular block, it might be helpful to include a graphic related to IBD; [these can be found here.](#) Pick whichever one fits your site best!

It’s important to keep in mind that you resize the image prior to uploading it, it can save a step later on.

Once you’re ready, navigate to **Structure > Blocks > Add block.**

1. **Title:** This text will be as the header on your block. If you do not wish for a title to be displayed you may leave it blank on your published page. You can also place <none> (including the brackets) in this field to keep it blank as well.
2. **Block Description:** This is used to describe your block on the ‘Blocks’ administration page. It should be clear and easy to identify its content.
3. **Body:** Use the built-in WYSIWYG editor to add text, images, links, and any type of content you would like to create. Here is where you can add the graphic you chose above.
 - In the editor, there is an icon that looks like a picture, click on it to open up a second window for image management:

Create Page 

Title *

Body (Edit summary)



- Select ‘Browse Server’ and then select the file
 - From the image list if it was previously uploaded

- Select 'Upload' in the 'File Browser' window
 1. Select 'Browse' or 'Choose File'
 2. Locate the file on your local drive, select it, click 'Open', and then select 'Upload'
 - Double click the 'File', enter your 'Image Properties' as desired. If the image was already resized, this step can be skipped.
 - Lastly, click 'Insert image' to place the image in the body.
 - **Link tab - This block should link to the page created earlier.**
 - URL - Enter a URL in this field to send visitors to the location when they click on the image. As this will point to an internal page, you can use the NID (node ID) for the page. This can be found after the '.com' part of the URL for the Independent Bookstore Page page specifically:
 - Example: www.yourbookstore.com/independent-bookstore-day
 - Target - Select the link target from the options provided.
- 4. **Visibility Settings:** There are a few ways in which you can adjust the visibility settings of a block:
 - **Pages:** You can determine which pages a block appears on. In this case, you may want to limit this block to the front page. To do this, select 'Only the listed pages' and enter <front> (including the brackets) into the text field at the bottom.
- 5. **Save Block:** Once you have completed creating your block make sure to 'Save' it.
- 6. Blocks are disabled by default after being created. From the list of all available blocks, head down to 'Disabled' to find the one you just created, and place it in a region that fits your theme. This can be done either by the four-pointed arrow to the left or by the drop-down menu.
- 7. Again, **if creating this content prior to August 29th, you may want to not place this block just yet/remind customers the items aren't available just yet.**

Once you've created your content and linked it to the block, you'll be all set to for the big day in August!

Create an Event with a Booklist

Another way to display these products on your site could be to create an event that will appear on the calendar of events for the store. To do this:

1. Navigate to **Content > Add Content > Events**
 - a. Enter your title, upload an image if you'd like, and enter event information for the day. If you're having virtual events, you could include links to those in the body.
 - b. Set your event date and time

- c. Enter your event address, if it differs from what automatically appears
- d. Add the books to the Books field
 - i. Enter the ISBN/EAN/SKU you want to add, click outside of the box, and the item should appear. Repeat this as many times as needed!
- e. Select your Event Type and Location, if applicable
- f. If applicable, under Publishing options, uncheck 'published'.
- g. Save

This will create the Event page, and also populate an event on the site's Event Calendar page. [We have a sample event here.](#)

Create Buttons for IBD Zoom Events

[Samples are available on display here](#); these steps can be followed for both IndieCommerce & IndieLite

1. If you want to direct customers to the IBD hosted events and promote these events on your site, one method is to use a Block and create a linked image. To do this:
 - a. Navigate to Structure > Blocks > Add block
 - b. Enter the title you want to display for the button, if any. To keep this blank, put <none> into the field
 - c. Enter the block description-this is for internal use only and should be something to help differentiate it from other blocks.
 - d. To add the image you want to use as your button, click the 'Image' icon in the top row of the editor. For the button images and event links for IBD Events, [please see the Google Sheet here.](#)
 - i. Select 'Browse Server' and then select the file
 - ii. From the image list if it was previously uploaded
 - iii. Select 'Upload' in the 'File Browser' window
 1. Select 'Browse' or 'Choose File'
 2. Locate the file on your local drive, select it, click 'Open', and then select 'Upload'
 - iv. Double click the 'File', enter your 'Image Properties' as desired.
 - v. Lastly, click 'Insert image' to place the image in the body.
 - vi. **Link tab - The block should link to the corresponding Zoom event.**
 1. [IBD Virtual Event links can be found here.](#)
 - e. Multiple images can be placed into a single Block, each with their own link.
 - f. **Visibility Settings:**
 - i. Set these to however you'd like, whether they should appear on every page or just a select few.

- ii. If you only want this block on the front page, for example, select ‘Only the listed pages’ and enter <front> (including the brackets) into the text field at the bottom.
- g. Save Block: Once you have completed creating your block make sure to ‘Save’ it.
- h. Blocks are disabled by default after being created. From the list of all available blocks, head down to ‘Disabled’ to find the one you just created, and place it in a region that fits your theme. This can be done either by the four-pointed arrow to the left or by the drop-down menu.

Remember, if you want to prevent customers from placing orders for these products before the event, one option is to unpublish all custom products, the booklist, and to keep this block disabled until August 29th.

If you *do* unpublish any content, remember to edit the content and check the box for ‘Published’ under publishing options on the 29th.

As an alternative, providing a reminder that they’re event exclusive and not actually available yet might also be helpful.

As always, if you have any questions or run into issues adding these items to your IC or IL store, please email the IndieCommerce Customer Support team at staff@bookweb.org.

IBD Item ISBN/EANs:

The following IBD items have been added to the BDS and can be pulled into a booklist via their ISBN or EAN.

- 9780063025349 (Exclusive Double Vinyl Album of *Face It: A Memoir*)
- 9781732970427 (*Poems of Resistance, Poems of Hope*)
- 9781732970434 (Bad Citizen Graffiti Stencil: Toni Morrison)
- 9781732970403 (*You Have Arrived At Your Destination*)
- 9781732970410 (The exclusive Bookstore Day Candle)
- 9781632890597 (The Art of Protest Postcards)
- 9781534316249 (*Space Bandits* Issues 1-5)
- 9781338677744 (Dav Pilkey’s Reversible *Supa Cape*)
- 9781534472174 (Not Quite Narwhal kids tote bag)
- 0752489570733 (Open a Book, Open Your Mind Socks) (EAN format)
- 0752489570719 (Give Me Back My Book Baby Bodysuit) (EAN format)

The items below must be created as custom products.

- *Ways to Make Sunshine* Signed Edition

- Exclusive Shuri: A Blank Panther Print

Resources and Help Documentation

[Graphics & other materials](#) for IBD

[August 29th Virtual Events Link & Info](#) for IBD

[IBD Bonfire Site](#)

[IBD Product Catalog on Edelweiss](#)

Help Docs from Bookweb.org:

[Page](#)

[Block](#)

[Custom Products](#)

[Local Store Inventory \(LSI\)](#)

[Stock](#)

[Not For Sale \(Product Pricing\)](#)

[IBD & IC/IL Document](#)

[IC Sample Site](#) | [IL Sample Site](#)

[Event Listing Example](#)