



Local Comic Shop Day Retailer Event and Marketing Guide

Tips and Tricks for Planning Your LCSD and Beyond!



For More Information Contact:

Shannon Live at comicsproedu@gmail.com

Or Visit: www.localcomicshopday.com or www.comicsprogress.com

Content List

Welcome Letter 03

Local Comic Shop Day Specifics

- LCSD 2025 Overview 04
- ComicsPRO Contacts 05
- Marketing Assets 06
- Downloadable Activities 15
- Publisher Information 21



Deep Dive Training Tools 23

- Deciding What Kind of Event to Host 24
- Event Planning Timeline 27
- Event Checklist 30
- Reaching Out to Creators 31
- Advertising Your Event 32
- Event Planning Guides 38
- Still Need Help? 48
- Membership Information 49

Welcome Note



Hey Local Comic Shop Day Retailers!

We're glad you're participating in the 2025 Local Comic Shop Day event.

This year is really special to us as we are working to rebrand the experience for retailers, publishers, and our customers. We want LCSD to be a day that focuses on community, the ones you build in your stores every day!

We know you work hard all year long to create a space where your customers can come to not only pick up their weekly books, but to have an experience that's unique to your store. An experience that develops not only fans but friends. And we thought LCSD should do a better job of reflecting that experience.

There are still going to be awesome variants and special backlist sales (check out the [full catalog](#) to see what everyone has available), but there's also going to be more unique offerings from different comic and prose publishers, event guides for how to create something new and exciting for your store, downloadables for simple in-shop activities, and more.

We hope everything you need to have a successful event is here, but if not let us know! We want to make LCSD 2025 the biggest and best one yet for all of us, after all our community starts with you!



Shannon Live

Vice President and Director of
Education of ComicsPRO

Kate deNeveu

Secretary and Director of
Operations of ComicsPRO

LCSD Overview



Registered Retailer Benefits

- Access to exclusives, backlist sales, and specials
- Event materials - Book Clubs, Social Meetups, Kids Activities - Easy to run and make profitable ideas
- Marketing Materials - Pre-written press releases, social media assets, shelftalkers, and more
- ComicsPRO targeted social media advertising to your zip code
- Access to our LCSD channel on Discord so you can connect with other stores for tips, tricks, and great ideas!

Quick FAQs:

- When is Local Comic Shop Day?
 - September 27, 2025
 - Time: Up to you!
- Do I have to host the event at my shop?
 - You don't have to. While the event is to promote your store, you can host it anywhere that works for you!
- How do I price variants?
 - Legally, we can't tell you how to price your variants. Publishers will offer a Suggested Retail Price, but it's up to you and your market for final pricing.
- What do I do at my event?
 - We have tons of ideas in this guide, but get creative with it!





Contact Information

For further details or inquiries:

Shannon Live

comicsproedu@gmail.com

Kate deNeveu

thecomicbooklady@gmail.com

Marco Davanzo

marco@comicspro.org

For more LCSD info, visit:

www.localcomicshopday.com

For more training info for LCSD and beyond, check out:

www.comicsprogress.com

All included materials copyright Shannon Live and ComicsPRO members and organization, 2025.

If you'd like to reprint any of the materials, please contact comicsproedu@gmail.com.



MARKETING ASSETS



SAMPLE LCSD SOCIAL COPY:

One Month Out Facebook/Instagram Post:

Mark your calendars, Local Comic Shop Day is coming your way, September 27, 2025! Celebrate all the things that make heading to the comic shop your favorite. We'll be hosting a special event with fun activities, exclusive variants, and more! Stay tuned for more details!

Two Weeks Out Facebook/Instagram Post:

Two weeks to go til Local Comic Shop Day! We've got big plans with (insert creators, activities, promotions, etc). It's going to be a huge event, so don't miss out! September 27, 2025 from (insert time). Check (central hub) for more details.

One Week Out Facebook/Instagram Post:

Who is ready for a fun time? We've got an awesome plans for Local Comic Shop Day September 27, 2025 from (insert time), and you're invited! We'll have (insert creators, activities, promotions, etc). Check (central hub) for more details.

Creator Announcement Facebook/Instagram Post:

Local Comic Shop Day Announcement! We're so thrilled to have (creator preferred name) joining us for Local Comic Shop Day!! You know them for their work on (insert titles or where people may have seen them if they're local). They'll be signing copies of their book (insert name) throughout the day. Autographs are (insert price). (Add any other special signing details like tickets needed, book rules - i.e. can they bring titles from home or do they have to purchase in shop, CGC requirements, etc). They'll be here from (insert time) on September 27, 2025 as part of our Local Comic Shop Day celebration! Come meet them and support amazing comic creators!

Remember to follow them on (insert social tags/handles).

Product Announcement Facebook/Instagram Post:

Local Comic Shop Day Announcement! We will be selling/giving away this amazing (insert product/variant name) during our 2025 Local Comic Shop Day celebration on September 27, 2025. Don't miss your chance to get yours!



FOR IMMEDIATE RELEASE

Store Name
Contact Name
Contact's Title
Contact's Email
Store Phone Number
Store Website

Celebrating Comics and Community during Local Comic Shop Day®

(Name of Comic Shop) Brings the Neighborhood Together with a Day of Comic Themed Fun for Everyone

City, State, September 27, 2025 - (Comic Shop) invites the community to celebrate the power of comic book stores in our communities during **Local Comic Shop Day® on September, 27, 2025**. The event runs from (time) at (location of the store).

The celebration includes a chance to meet (local artists and vendors, free comics for all-ages, crafts in the classroom, free food, extraordinary deals throughout the store, the return of the backroom sidewalk sale - insert your activities here).

“Local Comic Shop Day® is a great opportunity for us to welcome customers new and old into the shop for a unique experience,” said (Insert Name and Title). “We spend each day working to be a third space that members of our community can call their own, and Local Comic Shop Day® allows us a chance to open that up to even more people and say, ‘you’re welcome here today and every day.’”

The shop has been a member of the community for (insert years open), providing fans with (comics, manga, games, and pop culture favorites, insert all that apply).

“The best part about comic shops is they aren’t just for the traditional comic book fan,” said Shannon Live, Vice President of ComicsPRO, the trade organization for comic retailers. “Comic shops are a place for fans of a wide variety of things. Whether they have games, manga, cards, comics, it doesn’t really matter. What matters is that people know there is a space they can be welcomed no matter their fandom, and someone will be there to cheer them on.”

Much like Record Store Day and Indie Bookstore Day, Local Comic Shop Day® comes with a wide variety of events, specialty items, and exclusives for the day. Fans looking to discover what those are can pop into a participating store near them anywhere around the world and get a unique experience tailored to their specific shop and neighborhood.

“We have big plans for Local Comic Shop Day®,” Live said “We want people to see that comic shops are a special place, somewhere they need to check out not just once a year, but each week when new titles hit the shelves. Today is just the beginning of a beautiful friendship.”

#####

About Your Store

(Insert two to three sentences about your shop.)

About Local Comic Shop Day®:

ABOUT LOCAL COMIC SHOP DAY®— Local Comic Shop Day® is organized by ComicsPRO to help drive awareness and excitement for the direct market while celebrating comic stores worldwide.

FOR IMMEDIATE RELEASE

[Your Shop Name] Celebrates Local Comic Shop Day with Exclusive Comic Variants and Community-Focused Events

[City, State] — [Date] — [Your Shop Name], your neighborhood destination for comics, collectibles, and community, is proud to join comic shops across the country in celebrating Local Comic Shop Day® on Saturday, September 27.

Local Comic Shop Day® is a national event that highlights the unique role comic book shops play as vital “third spaces”—welcoming places outside of home and work where people come together to connect, share interests, and build community. Whether you're a lifelong reader, a casual fan, or just comic-curious, **[Your Shop Name]** invites you to celebrate with us.

To mark the occasion, we're offering **[Sale Details]** in-store all day long. It's the perfect chance to dig through the back issues, fill in your runs, and maybe even discover a new favorite title. **[If you are having any other events like Scavenger Hunts, Raffles, Fundraisers, or Kids Activities, mention them here with specifics like time and location. For example: Adding to the excitement, we're thrilled to welcome famous comic book creator, [Artist Name] for an in-store book signing at 2:00 PM. [Artist Name] is best known for their work on [Notable Titles or Publishers], and fans will have a chance to meet them, get books signed, and hear insights about their creative process.]**

We'll also have Local Comic Shop Day® exclusive variant covers, including the highly anticipated Spider-Man '94 #1 LCSD variant and a range of others. And for collectors, don't miss the rare EC Catacombs of Torment #1 variant—only available at registered Local Comic Shop Day stores like **[Your Shop Name]**.

“We love being a place where people can hang out, discover new stories, and feel a sense of belonging,” says **[Owner/Manager Name]**. “Local Comic Shop Day® is a celebration of that spirit, and we're excited to share it with our community.”

Come celebrate comics, community, and collectibility at **[Your Shop Name]**— **[City Name's]** local comic shop.

Event Details:

- **What:** Local Comic Shop Day® Celebration
- **When:** Saturday, September 27, 2025**[Time]**
- **Where:** **[Your Shop Name, Address]**
- **Sale:** **[Sale Details]** one day only
- **Activities:** **[If applicable]**
- **Exclusives:** LCSD variant covers, including *Spider-Man '94 #1*, *Ultimate Hawkeye #1*, *EC Catacombs of Torment #1* and more

For more information, visit **[website/social media]** or call **[phone number]**.

#LocalComicShopDay #LCSD2025 #ShopLocalComics

[Attach images to your email: photo of the front of your store with signage and a nice looking interior shot of your store, if you have good photos from a previous LCSD include one of those as well.]



For more info on this worldwide event, ask us or visit:
www.localcomicshopday.com



**EXCLUSIVE
#LCSD EDITION**



These exclusive #LCSD editions 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.

**EXCLUSIVE # LCSD EDITIONS
ONLY AVAILIABLE HERE!**

SATURDAY
SEPTEMBER 27, 2025



For more info on this worldwide event, visit:
www.localcomicshopday.com

**SHOP LOCAL
SHOP COMICS**

META STORY GRAPHICS

Add these to Facebook
and Instagram Stories
to generate buzz!



To download in high
resolution, visit the
[LCSD Resource Page!](#)

META POST GRAPHICS

Add these to
Facebook and
Instagram
posts to
generate buzz!



To download in
high resolution,
visit the LCSD
Resource Page.



META POST GRAPHICS

Add these to
Facebook and
Instagram posts
to generate buzz!

To
download in
high
resolution,
visit the
LCSD
Resource
Page.



BANNER & COVER PHOTOS

Add these to Facebook Events or your webpage to get people excited about LCSD.



To download in high resolution, visit the [LCSD Resource page](#).



DOWNLOADABLE ACTIVITIES





LCSD BINGO

Complete your bingo card by either taking photos of the things below or writing your answers down. Bring your finds to a store team member to verify!

Find Someone
with a
Character You
Love on their
Shirt

Make a craft

Learn one
comic history
fact

Find a
Marvel
Character

Locate 3
Pops

Learn to
Make a Bag
and Board
Set

Learn about
a non-
superhero
comic

Draw a comic
page

Locate a
Star Wars
toy

Find a comic
from Mad
Cave comics

Find someone
who has the
same
favorite
character

Name three
manga

Take a picture
with the Store
Logo

Find a book
that is #200
or higher

Find a
character
with a cape

Find a DC
character

Meet
someone who
has never
read a comic

Find a
character
with ice
powers

Find a comic
in black and
white

Ask three
people what
their
favorites are

Find a horror
comic

Find an
Archie comic

Find Dog
Man

Learn the
name of two
comic writers

Find a manga
that has an
anime



LCSD Scavenger Hunt

Explore the comic shop and find a comic that matches the description.
Write down the title on the lines below. Turn in at the counter for a prize!

Can you find a book

1. That is About an Animal _____

2. About a superhero _____

3. That is on issue 20 or higher _____

4. About a Robot _____

5. About aliens _____

6. That you've read _____

7. That is about drawing comics _____

8. That has a Hard Cover _____

9. That is new this week _____

10. With a color in the title _____

11. That is about turtles _____

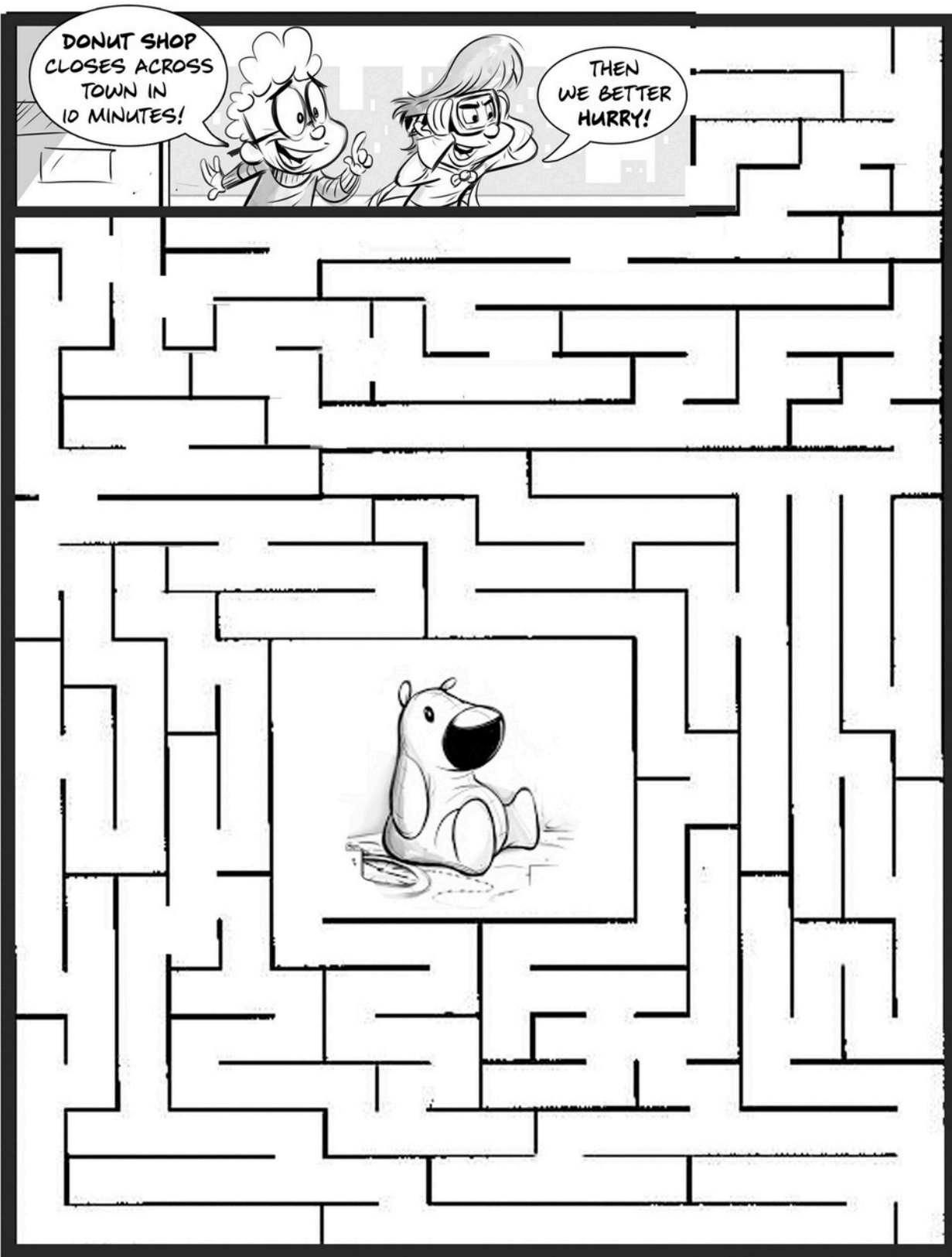
12. That has one word in the title _____

13. That is by Marvel or DC _____

**THE
END!**



TYLER AND ELMO NEED TO GET TO HEROBEAR SO HE CAN HELP THEM WITH AN EMERGENCY!



HEROBEAR & THE KID © MIKE KUNKEL ALL RIGHTS RESERVED

PUBLISHER INFO



What to Know From Publishers

There are a lot of great deals, prize packs, and variants that your shop can use to pump up your LCSD 2025. For complete details check out the full Retailer Catalog:

Discounts:

- Gemini
 - 20% Off for Registered Retailers
- Things by Dave
 - Additional 5% Off + 50% Off wholesale with coupon code LCSD. (\$100 minimum)
- Poster Emporium
 - Extra 5% Off plus 10 Free posters with Coupon Code
- Ata-Boy
 - Extra 15% Off discount with Coupon Code
- BCW
 - Get 20% Off select Premade Comic Bags and Boards using Promo Code: LCSD25

Backlist Sales:

- Simon and Schuster:
 - 9/25-11/24
 - Extra 3% Discount
 - Good on Viz, Boom, Oni Press, Ahoy, Massive, Mad Cave, etc
- 1First Comics
 - 9/1-9/30
 - Extra 10% off all titles
 - Coupon Code: RETAILERLOVE2025
- Papercutz
 - Additional 10% Hero Bear Vol 1
 - Order 25 copies receive free sketch
- SCB Distributor
 - 6/27-9/14
 - 5% LCSD discount + 50% off
 - LCSD SPECIAL 55%

LCSD Variant Creator Handles

Marvel Comics

(@marvelcomics)

- Spider-Man '94 #1
 - Greg Land (CA) - @gregwland
- Ultimate Hawkeye
 - Ejikure (CA) - @ejikure

Oni Press

(@onipress)

- Catacomb of Torment #1
 - Jay Stephens (CA) - @jstephenscomics

Comicsburgh

(@comicsburgh)

- The Edge #1
 - Marvin Wynn (W) - @theedgecomic

Ignition Press

@ignitionpress

- The Beauty TPB
 - Jeremy Haun (W/A) - @jerhaun

IDW

(@idwpublishing)

- The Last Starship #1
 - Malachi Ward (CA) - @malachiward

Image Comics

(@imagecomics)

- Everything Dead and Dying #1
 - Jacob Phillips (CA) - @thatjacobphillips

AMP Comics

(@ampcomics)

- The Dusk #1
 - Pete Woods (CA) - @thatpetewoods
- Stake Presents Jessamy #1
 - KissKiss (CA) - @createkisskiss

Papercutz

(@papercutzgn)

- HeroBear and the Kid
 - Mike Kunkel - @artofmikekunkel

Deep Diving Training Tools

**Choosing What Type of
Event to Host**

Event Planning Timeline

Event Planning Checklist

Reaching out to Creators

Advertising Your Event

Event Planning Guides



Choosing Your Event: First Things First

Event planning is a beast in and of itself, and it can be a little overwhelming when you're getting started to make sure all the pieces of the puzzle remain in their proper place. Even if you've done a million events before, it's easy to forget some of the basics from time to time, so here's a little crash course refresher in what to put together before you even get started on the event.



First Things First:

Before you get started on your event, you'll want to take a few minutes to determine the key indicators of the event.

- **Theme of Event** - Yes, it's Local Comic Shop Day, but how you want to celebrate that in your store is up to you. What's the unique spin you're putting on the day? What is the vibe you are going for? "Community." "Comics are for everyone." "Come to My Shop." Etc.
- **Target Audience** - Knowing your target audience helps you plan activities and marketing easier. Who is your event for? Current customers? Subscribers? General Public? Your entire city or town?
- **Length of Event** - An event doesn't have to be an all day thing, focus on what works for you. How long will the event be? Is it all day? A few hours during your busiest hours? Planned for your slower time so it will draw people in?
- **Location of Event** - Knowing where to set up your event is key for planning. It will most likely be at your store, but where in your store? Do you have a signing spot? Is the parking lot big enough to host vendors? Where do you put 100+ people if that's how many you think will show up?
- **Event Budget** - Plan in advance how much you want to spend on the event, so you don't find yourself overspending or without the funds to make things work. How much money will it cost to run the event? How much do you need to net that day to break even? Will you get sponsored?
- **Event Goals** - Set goals for the different aspects of the event. How many people do you want to attend? What's your sales goal? Do you want to raise money for charity? How much? Is reaching new people your goal? How will you track that?
- **Special Guests and Partnerships** - Bringing in creators or other organizations can be a great draw for guests. Think about who is popular in your store? In your Community? Is there an organization you've been wanting to raise funds for? What partners could bring a unique opportunity for your customers?

Choosing Your Event: Types of Events

The hardest part of getting ready for an event is choosing which type of event you want to do. With LCSD there are a variety of options from simply posting up exclusive variants in the store to having a large-scale community-wide event. Give some of these a try and see what you might want to add to your store's lineup of fun for the whole year.



Types of Events:

Here are a few cool ideas for events you can do. You'll find planning guides and assets for some of these events in this packet to help get you started!

- **Sale**- Yes, a sale counts as an event, and it can have a big draw for people in your already existing community and for comic fans who haven't been in before.
- **Book Fair**- Consider throwing an old school Book Fair in your store! Create a special catalog of fun titles that you'll be featuring to help promote the event in advance. Use the catalog to see what people are asking for so you don't over order! Then set the store up to remind people of the great time they had going to the book fair!
- **Zine Fest**- Invite local creators to come showcase their works. Have a station where people can make their own one-page zine or create a collaborative zine for the event.
- **Trivia** - Set up a trivia event! Include local trivia facts, pop culture, comics, etc. Invite local prominent community members to go head to head with store staff or just have team sign ups.
- **Offer Classes** - Partner up with a local creator or educator to offer comic making classes for different age ranges. This can be something you offer as many times throughout the day as you'd like. Consider inviting Girl Scout troops in to earn their Comic Creator Patch or the Scouts of America to gain an Art Badge.
- **Craft Sessions** - Come up with a fun way to get rid of old supplies and bring in community members. With things like collage art stations (using Previews catalogs or old torn up comics), cardboard cosplay contests (using all those shipping boxes), etc. This is also a great way to highlight local makers.
- **Business Crawl** - Turn Local Comic Shop Day into Whole Neighborhood Day by arranging a business crawl. Create a stamp passport that participants can use to guide them to each location. Offer a prize for anyone who visits all the spots on the map.
- **Community Socials** - Fire up the grill, break out the plasticware, and host a community social! Anything from burgers and hot dogs grilled up, bringing in a food truck, or hosting a Chili Cook Off - events that are just about community will bring a ton of new faces to your door. Honor local heroes at the event for an even bigger bang!
- **Raffle and Donation Drives** - It's always great to team up with local organizations to bring some help to those in need. Consider adding a raffle or donation drive to any event you do!
- **Book Clubs** - Local Comic Shop Day is a great time to kick off a new book club to talk about great books in your shop. Or consider having a Silent Read Day and let people choose their own book to read in quiet.
- **Simple and Sweet** - Looking for something easy? Try simply putting out coloring sheets or activity guides to give that extra little touch to the day!

General Event Planning Must Haves

Once you know what kind of event you are going to have, you can circle back to some of those basics in a more specific form. If you're going to have something like a chili cook-off or a community social there's going to be a lot more that goes into it than a sale on back issues or add-on deals for LCSD variants, so take the time to map out all the intricacies before you find yourself knee deep in "what am I doings?"



General Event Planning Must-Haves

- 1. How many staff members will it take to put the event together?**
Is there a lot of pre-work for your event? Will you need someone to help make signage or activity guides? Will you be running a big sale and need to separate out titles or fill in backstock? Knowing how many people you'll need to delegate the advance work to is key to getting things ready in time.
- 2. How many people will you need day of to make the event run smoothly?**
A simple event that features printed coloring sheets and promoted variants may be easy to handle on your own, but if you are planning something like an artist market you'll probably want to make sure you have a minimum of three-four people around to help organize and run the event. Don't forget to plan for bathroom and lunch breaks!
- 3. What type of supplies will be needed? Are they things you already have? Will you need to purchase anything extra?**
Make sure you're stocked up well in advance for the things you'll need. Sharpies for signings. Napkins and plates for a cook-out. Even just enough paper for the printer. Check those backrooms and storage units for things you've used before that you can dust off to bring back.
- 4. How will you get the word out to make sure that the community members you are hoping to target show up?**
Marketing tactics and mileage will vary depending on the type of event you are doing. If it's just for current customers, you can use a pre-existing mailing list and store signage, but if you're planning something for the whole neighborhood, you're going to have to expand that reach in new ways. We'll talk more about this in the marketing section! But it's important when planning to know who your target audience is and how you plan to reach them.

GENERAL EVENT PLANNING TIMELINE

EVENT DETAILS

Event Name: _____ Date & Time: _____ Venue: _____
Audience: _____ Budget Confirmed: _____ Yes _____ No _____

PLANNING & PREPARATION

- ☐ Define event objectives and goals
- ☐ Book venue/verify space in store.
- ☐ Finalize key vendors:
_____ Creators/Neighborhood Partners
_____ Food/Drink Vendors
- ☐ Obtain permits or licenses (if needed).
- ☐ Create a contingency/emergency plan.

PROMOTION & MARKETING

- ☐ Design and launch social media campaigns (including creator announcement graphics)
- ☐ Create an event page or website
- ☐ Send invitations or announcements.
- ☐ Set up ticketing or RSVP system.
- ☐ Schedule attendee reminders.
- ☐ Send press releases.

EVENT DAY

- ☐ Setup completed on schedule.
- ☐ Test all equipment.
- ☐ Assign team roles:
_____ Standard Store Staffing
_____ Event Management Roles
_____ Guest Assistance
- ☐ Monitor the event schedule.
- ☐ Address on-site issues promptly

POST-EVENT WRAP-UP

- ☐ Send thank-you notes to guests.
- ☐ Share event highlights (photos/videos) online.
- ☐ Collect feedback through surveys or reviews.
- ☐ Review results vs. event goals.
- ☐ Document lessons learned for future events.

NOTES

EVENT PLANNING TIMELINE

EVENT DETAILS

Event Name: _____ Date & Time: _____ Venue: _____
Audience: _____ Budget Confirmed: _____ Yes _____ No _____

2 MONTHS OUT

- Define goals and objectives.
- Establish a preliminary budget.
- Develop a basic content outline.
- Start working on the event branding and marketing plan.
- Identify potential speakers and sponsors.
- Begin assessing how the event will work in your space.

ONE MONTH OUT

- Develop the detailed event agenda.
- Launch the marketing campaign.
- Confirm speakers and gather necessary materials (bios, headshots, etc)
- Work on the event layout and design
- Plan the day-of logistics: Consider registration procedures, staffing needs, and any potential contingencies.

2-3 WEEKS OUT

- Increase the frequency of communication and promotions.
- Review and finalize all event materials: Proofread programs, signage, name badges, and other printed materials.
- Coordinate transportation and accommodation for creators.

ONE WEEK OUT

- Conduct a final walkthrough of space.
- Hold a team briefing to review roles and responsibilities.
- Send Run of Show to Creators/Vendors.
- Test all technical equipment.
- Prepare an emergency kit and contingency plans.

NOTES

DAY-OF EVENT PLANNING TIMELINE

EVENT DETAILS

Event Name: _____ Date & Time: _____ Venue: _____
Audience: _____ Budget Confirmed: _____ Yes _____ No _____

VENUE PREP

- Arrive early to ensure that everything is in place. Setting up as much as you can the night before is helpful.
- If hosting creators/vendors, make sure there is parking, table spaces are marked, supplies are out and ready.
- If line control is needed, make sure that it is clearly marked.
- Ensure product is pulled and ready.

STAFFING CHECK

- Host a prep meeting with day of team to go over roles for the day (including naming a runner for emergencies).
- Coordinate lunch breaks to ensure coverage is available at all times.
- Make sure everyone has a copy of the run of show/knows where to find additional supplies/product.

MARKETING CHECK

- Assign someone to be in charge of taking photos and videos for the day.
- Make sure to post an event reminder before it starts, and a thank you post at the end.
- Is livestreaming part of the event? Make sure tech is ready to go and that person in charge knows what's needed.

POST-EVENT WRAP-UP

- Have a plan for remaining supplies/product.
- Express gratitude to attendees.
- Conduct a team debrief to review the event's success: What went well and what areas need improvement.
- Analyze event data and evaluate outcomes against the initial goals.

NOTES

EVENT

CHECKLIST

GENERAL

- ☐ DETERMINE EVENT GOALS
- ☐ PRINT CHECKLIST
- ☐ CREATE RUN OF SHOW
- ☐ VERIFY SUPPLY NEEDS
- ☐ CREATE BUDGET

PRODUCT

- ☐ ITEMS CHOSEN
- ☐ ORDERED
- ☐ RECEIVED
- ☐ ALLOTMENT PLANNED
- ☐ SALE?
- ☐ PRICED
- ☐ PLACED
- ☐ REPLENISHMENT PLAN

STAFF

- ☐ CREATOR/VENDOR COORDINATOR
- ☐ CASHIER(S)
- ☐ LINE CONTROL
- ☐ RUNNER(S)
- ☐ FLOOR ASSOCIATE(S)
- ☐ EVENT MANAGER

GUESTS

- ☐ CREATORS/VENDORS CONTACTED
- ☐ CONFIRMED
- ☐ RUN OF SHOW EMAILED
- ☐ PROMOTION/PRICES POSTED
- ☐ GUEST SPOT DETERMINED
- ☐ A/V NEEDS SORTED
- ☐ CHAIRS ACQUIRED
- ☐ TABLECLOTH PLACED
- ☐ PREFERRED MARKERS READY
- ☐ WATER/FOOD PLACED
- ☐ RUN OF SHOW ON TABLE

VENUE

- ☐ MAP OF VENUE PREPPED
- ☐ A/V SQUARED AWAY
- ☐ LINE ORGANIZED
- ☐ SPACE IN STORE CLEAN AND PREPPED
- ☐ SIGNAGE MADE AND POSTED

SUPPLIES

- ☐ MARKERS
- ☐ BAGS AND BOARDS
- ☐ WATER
- ☐ PAPER TOWELS
- ☐ TRASH CANS/BAGS
- ☐ TABLES AND CHAIRS
- ☐ EVENT SPECIFIC NEEDS



Reaching Out to Creators

Thinking about hosting a mini con or a simply a signing? You're going to need to contact some creators. If you haven't done it before it can seem a little daunting, but here are some easy tips to connecting with creators. For more details on prepping for a Creator Signing check our presentation on [Vimeo](https://vimeo.com/comicsprogress) or grab the resource slidedeck on: [www.comicsprogress.com!https://comicsprogress.com/knowledge-base/a-quick-guide-to-creator-signings/](https://comicsprogress.com/knowledge-base/a-quick-guide-to-creator-signings/)

Initial Contact

Reach out to creators via Email or Social Media (preferably one that you can tell is for their business) with an introductory message.

What to Include:

- Info about You: Name, Store Name, Where You Are Located, Contact Info
- Info about Event: Date and Time, Books Signing, Who is Selling Stock, Type of Event (Con, Solo), CGC event, Signing Fees, Etc.

Follow Up Points:

- Info about Them: Head shot, Preferred Name, Social Handles (Collab vs Tagged posts), Other Preferences
- Run of Show: Always good to send a run of show (or timeline of events) so they have the exact details of what's happening and when (before, during, and after the event).



What to Recap with Your Creator Before a Signing:

- Date and Time of Event
- Signature Fees (Especially if a CGC Event - remember it takes up to 2 weeks to get CGC approval for an event)
- Who is Providing the Stock
- Is there a Q&A? And who is moderating?
- What type of event is it (solo or con)?
- Social, graphics, and event marketing details
- Contact Info
- Do they need anything you didn't address?

ADVERTISING YOUR EVENT



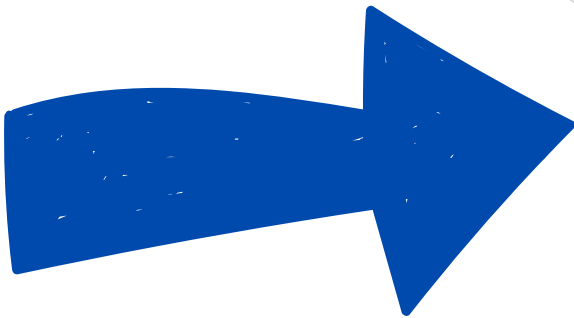
Where to Market Your Event

The simple answer is everywhere! You want to put your event out there for everyone to see and not everyone is on every platform you use, so the best way to make sure they all see it is to put it as many places as you can as often as possible. From social media to newsletters to the actual news, we'll talk about all of them to make sure you have an idea how to best share your event.

Places to Market

- Social Media (Instagram, Facebook, TikTok, Discord, Wherever you have a presence).
- Store Newsletter
- Press Releases
- Personal Emails and Notes
- In-store Signage and Flyers
- Community Bulletin Boards and Events
- Your Website
- EventBrite
- Google Business Profile

What Do You Include?



1. **Date and Time of Your Event** - September 27, 2025 is Local Comic Shop Day. Don't assume customers and community members know that. Include the date and your specific event hours every time!
2. **Location!** Even if it's on your own website or social media, it's always good to include your address in case someone shares the event with a new customer.
3. **Event Details!** Who will be at your event? What activities are included? Will you have special variants? A raffle? A chance to help a local charity? If registration is included for all or part of the event, let people know they need to sign up in advance. Make sure to include it all!
4. **Place to Find More Info!** Make sure you have a central hub where all the details of the event can be found in full. When creating ads, include your website, phone number, Facebook event page info, wherever it is that a person can go to find more details on the event.

EVENT MARKETING TIMELINE

EVENT DETAILS

Event Name: _____ Date & Time: _____ Venue: _____
Audience: _____ Marketing Budget: _____

ONE MONTH BEFORE EVENT

- Create Digital Marketing Assets.
- Share initial event/creator announcements on social media. Ask if they will be a collaborator on all announcement posts.
- Send out a general email blast/newsletter to customers about the event.
- Create a landing page on your website
- Put shelf talkers/signage up in store.
- Create a Facebook event page with details.
- Add your event to community event calendars (online only at this point).
- Connect with neighborhood partners who you want to be at the event, and see if they would put up a flyer or can be added as a host/collaborator on posts.

TWO WEEKS BEFORE EVENT

- Continue Creator/Vendor Announcements (increase frequency of posts).
- Send a press release to local media outlets and partner organizations. Share this on social media.
- Send out a email blast/newsletter to customers about the event, including new details like creators, vendors, and any sales or exclusives.
- Update landing page and FB event with additional information.
- Begin creating and sharing posts about product specifics as they arrive.
- If you are working with a local charity, create a spotlight post that you can use for them and share that.
- Post your event to community calendars (in-person).

EVENT MARKETING TIMELINE

EVENT DETAILS

Event Name: _____ Date & Time: _____ Venue: _____
Audience: _____ Marketing Budget: _____

ONE WEEK BEFORE EVENT

- Post a Social Media update of a different kind each day. Be sure to add to your story.
- Send an email blast/newsletter to customers with final details.
- Create a reel/live video featuring all the fun stuff people can do at the event.
- Continue to announce creators. Make sure to do a recap post that has all of them in it at least one day before the event happens.
- Assign someone to be your day of social media person taking photos and videos, as well as going live throughout the video.
- Post a parking map or any other need to know at least two days before.
- Create bag stuffers or additional counter signage.
- Post a schedule of events.

DAY OF EVENT

- Go live before the event starts to get people excited about everything that's going to happen, but also to give last minute tips and tricks (parking, line info, etc.)
- Create a photo spot or some kind of challenge to get people to tag your business when they are at the event. Create a hashtag specific to your store, add a Snapchat filter for the day, etc.
- Repost your schedule of events into your story.
- Share posts from creators/vendors/customers throughout the day.
- Have someone stand outside with a sign. Bring cosplayers in to draw a crowd on the street.
- Create a live video halfway through the event to let people know there's still time to join in.

META ALGORITHM CHEAT SHEET

Oftentimes it feels like there's no point in making a post because "it won't go anywhere." Meta makes it feel like climbing an uphill battle. Here are a couple of tips and tricks from Meta experts on making your posts go further without breaking the bank on sponsored posts.



1. Organic Reach is Fueled by Engagement

When making a post to a Facebook Business page or Instagram, Meta initially pushes that post to 1% of your followers (not even your likes). That's not a lot. To get it to go further you must generate engagement (likes, comments, shares). This includes your engagement with that same post, so if someone comments on it, make sure you respond. The faster you respond, the more the algorithm recognizes you as engaging and the further your post goes into your followers' feeds.

2. A Picture is Worth 1000 Words, but a Video Reaches Followers

A post with nothing but words won't go far in the realm of Meta. Not only because it's not that engaging, but because it's not what Meta's algorithm looks for. Photos will help a post not get lost, but they aren't your top reach generator. Right now, Meta is pushing their Reels function, which means by creating a reel you will get more push. Even if that Reel is the same photos you were going to post with some music and text on them, your post will go further. Try to keep Reels between 30 seconds and 1 minutes because the closer a video gets to being watched entirely, the more push it gets from Meta.

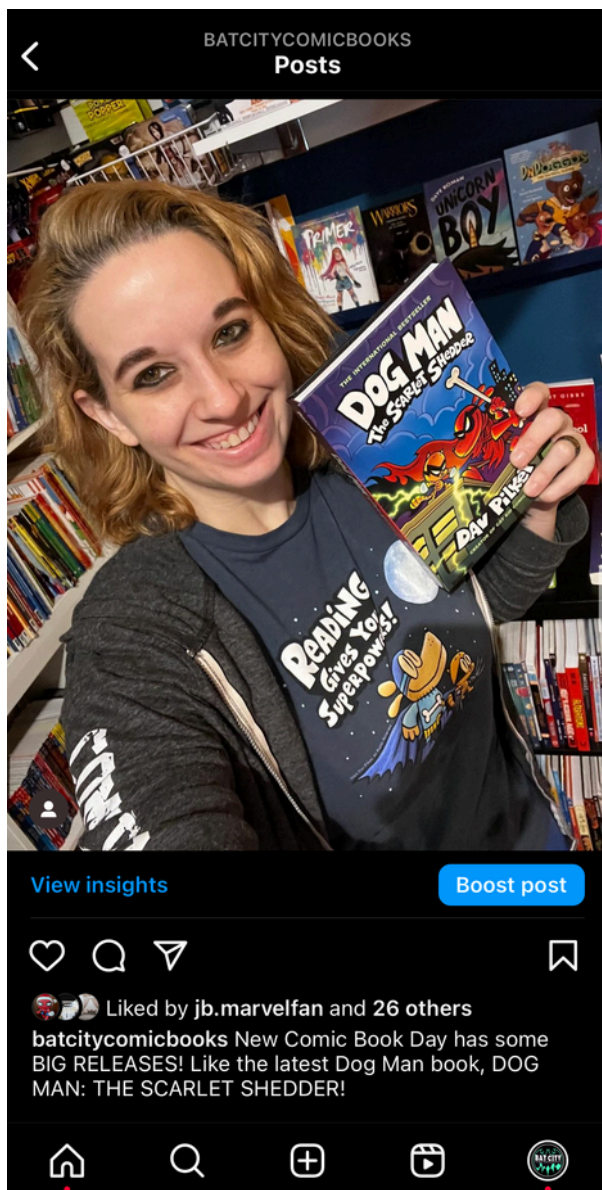
Handy guide of post content from lowest organic reach to highest: Photos → Photos with People in them → Videos → Stories → Reels.

3. What Do I Say in a Post to Drive Engagement

If you're going for organic reach, be organic when asking! Words like "like, share, or comment" in the post automatically trigger the algorithm to assume it's spam or sales related. So, find other ways to ask for it. Things like "What's your favorite book this week? Who is joining us at the event? What are you looking forward to?" Much like in handselling, open ended questions can go a long way.

4. Don't Just Post Product.

Not only is it boring for customers to see stock photos or pictures of product over and over again, but if your page becomes just a rotating sales ad, Meta will drop your engagement. Mix it up by putting a staff member in photos with the product, showing your community events, asking customers their favorites, etc.



PAID FOR META POSTS



You can increase your reach by paying for your posts on Meta as well. Many people will do this for larger events or ongoing promotions like for buying comics. There are two ways to do that:

1. **Boosting a Post:** Once a post is made you can find the Boost Post icon and use it expand reach by putting money behind it.
2. **Sponsored ads:** Using your Meta Business Suite, you can sponsor a post. Meta has some pre-made suggestions on these for what type of engagement you're looking to reach. Works better with more specific audience choices, so really know your target customer for the event and beyond.

Either way you'll need to know a lot about your target audience: age range, radius of location you want to reach, interests, etc. You'll also need to establish a budget for this (either by day or for duration of the post). Meta will auto charge you based on the type of budget you set. Paid posts are not for everyone, so don't feel like you have to pay to play on Meta.

EVENT PLANNING GUIDES





How to: Host In-Store Zine Fest

Zine Fests are a great way to celebrate local creators and artists while also giving your customers a chance to explore their own creativity at the same time! Here's some quick tips to throwing a Zine Fest at your shop.

First Steps

1. Determine Your Space and Supplies: Is there room inside your store or in your parking lot (check permitting rules if you're in a shopping center) to host multiple vendors? Where is the best place to host related activities? How many tables and chairs do you have? Will you need tents or will creators provide their own? Is your weather good at this time of year?

2. Find Your Local Zine Makers: Do you have local artists who you can invite to participate in the event? Is there a Zine culture in your area? What about local colleges/high schools? Do they have an art program that would like to show off their skills? Based on your space, you should know how many creators/makers you would like to invite and whether or not they need to provide their own tables, chairs, and tents.

3. Collaborative Zine Making: Do you have the ability to create a print zine after the event? Making one zine featuring all the attendees work is a great memento of the event. It's also a great way to draw people back to the shop a week or two later, so they can pick up the finalized zine later on. Make sure you have someone to run the zine making station the day of to encourage participation and make sure people know how they can contribute.

4. Promote It: Make sure to make a separate announcement for each of your creators to highlight their participation. Let people know what they will be selling and when they'll be there. If making a collaborative zine, announce that right away so people can start thinking of ideas!



How to: Host In-Store Zine Fest

Supplies Needed to Make A Collaborative Zine:

- 8.5" x 11" printer paper
- Scissors and glue
- Markers, color pencils, stamps, crayons.
- Old comics, magazines, even Previews catalogs people can cut up.

Tips

- Create prompts in advance for people who may not have any ideas.
- Encourage each of your creators to make a full page for the zine to fill it out. Fans want to snag one when it's done.
- Make sure your scissors are kid-friendly if you want all ages to participate.
- Have examples so people know what a zine is and how they're made.

During the Event

Have a “Zine Expert”: Find someone on staff or a volunteer who is comfortable helping people come up with ideas for the collaborative zine.

Make your creators feel special: As with all creator-related events, make sure your creators feel special for being part of your event. Provide water/drinks, snacks, breaks, and a liaison to handle any situations that come up. Make announcements if your creators are going to be at the collaboration station so that people can watch what they do live or have a chance to work with them.

Prep Back-up Supplies: Have extra supplies ready to go during the event so that you don't run out mid-creation.

Take photos! You can assign this to a staff member or volunteer too - or even ask the participants. Post them on social media in your story during the event to drive traffic.

After the event

Post about how the event went on socials immediately after, thanking all the creators who helped out. Add another post letting people know when the collaborative zines are ready to be picked up.

Evaluation: Take the time to think back on your event. Make some notes for next time about things that worked and things that didn't.



How to: Host In-Store Trivia Events

Trivia is a great way to get your customers engaged and socializing. Your job as host is to encourage a healthy amount of competition, and keep everything light and fun. Make sure whoever is hosting knows how to vamp (fill time) in case of technical difficulties.

First Steps

1. **Date and Time?** Local Comic Shop Day is Saturday, September 27, 2025. Will your turnout be better in the evening? Or is it a kids' event that would be more appropriate for the afternoon?
2. **Choose the scope of your questions and theme.** Marvel vs DC? Ultimate vs Absolute Universes? Manga & Anime? Horror vs Superheroes? MCU? General Pop Culture?
3. **Make sure your shop has space!** You'll need space for seating and a spot for the host. If there's not enough space, consider partnering with a local coffee shop or brewery.

Prizes

This is a GREAT way to use some of those LCSD Freebies that publishers have sent out to many registered stores!

For Example: Those Melvin Monster Omnibuses from Drawn & Quarterly would be amazing prizes for an Indie Comics Category or anything with questions about John Stanley. Gift cards and variants are excellent prizes also. Plan on having a GRAND PRIZE for the overall winner, but some smaller prizes for categories or runners up.



How to: Host In-Store Trivia Events

Promote it

1. **Include your trivia event information in all LCSD advertising** and press releases.
2. Start sharing it on social media 2 months out, with reminders 2 weeks, and 4 days before.

Improve engagement by asking teaser trivia online!

3. Add it to your shop event calendar and website.
4. Create a flyer for your shop and community bulletin boards.

Make the Questions

Ask staff for help too! More viewpoints = greater question variety

- Create 3-5 rounds of questions with about 5-10 questions: Easy, Medium, and Hard.
- Each round can have its own theme or category: First Appearances, Comic Writers & Artists, Superhero Movies, etc
- Questions can be a variety of formats: Straightforward Questions, True or False, Multiple Choice, Fill in the Blank, Make a List, etc

Setting Up in-Store

Are you doing buzz-in or written answers? Paper works fine. There are phone apps that folks can use to buzz in with their phone speakers.

Supplies: Paper or Buzzers, Pencils/Pens, Score sheets, Timer, Mic or PA if your store is big enough that you think you need help for people to hear you! *If there's any visual elements, have a computer or TV screen handy or pre-printed poster. If you have a projector system for signings and events already, that's perfect for trivia too!*

Refreshments: This is much easier if Trivia is part of a larger in-store party where it makes sense to have snacks or beverages. Whether or not to have snacks and drinks is up to you - but it might be a great time for a bake-sale for a non-profit organization you like locally. Or you can sell bottled water/ sodas to raise funds for BINC (<https://bincfoundation.org/>)!



How to: Host In-Store Trivia Events

Name Tags and Sharpies are always appreciated by customers who want to get to know each other. If you have a thermal label maker you can even make your own, and include a space for “My Favorite Comic:_____” under the space for their name. You can always order fun name tags off the internet or pick them up at a local party shop.

Tips

Keep it upbeat and fun.

Repeat questions at least once.

Give a fun fact or joke after each answer.

Have a tie breaker question ready just in case!

During the Event

Introduce yourself! “I’m Steve, manager of Adventure Guy Comics - and your Trivia Master for this evening. I accept bribes in the form of Spider-Man key appearances and mylar bags.”

Make the rules clear: no phones, no Google, maximum team size etc.

Take photos! You can assign this to a staff member or volunteer too - or even ask the participants.

At the end, announce the winners and take a **group photo** of everyone.

Make sure to mention your next in-store event “I hope you guys can make it back for the big sale on Sunday,” or “We’ve got a signing with Insert Creator’s Name in two weeks - see you then!”

After the event

Post about it on socials, tag your players! Make the winners feel special with a shout out!

Evaluation: Take the time to think back on your trivia event. Make some notes for next time about things that worked and things that didn’t.



How to: Host In-Store Craft Sessions

Craft sessions can be as easy or complicated as you want them to be. Whether you want to have a staff member teach a step-by-step activity or simply want to set up a self-guided collage station, crafts are a great way to draw people in and keep them at the shop long to discover a new favorite.

Craft Session

1. **Collage Art:** You will need - a table, scissors, glue, old catalogs/comics/magazines, blank paper or cardboard packing sheets, markers/crayons (optional). Make a sample so people know what to do, and then let them get to work. No staff member needed other than to clean up.
2. **Cardboard Cosplay:** You will need - a table, chairs (optional), glue, scissors/Exacto knives, old shipping boxes, markers, any other art supplies you want to include. Great to have a cosplayer on hand to help with design/help kids with tools. Host a contest or parade towards the end of the event to let people show off their creations.
3. **Random Crafts:** There are tons of themed crafts you can find online to bring into your event. From Dog Man headbands to coffee filter flowers, with just a few supplies and minimum staffing, you can take your event to the next level. Basic crafts will usually need things like markers, scissors, crayons, glue (sticks usually best in the shop), and paper. Beyond that it's all in how big you want to go. You can always pair up with local makers, creators, or organizations to find someone to host a specific class or guided craft.
4. **Promote It:** Whenever you know what kind of activity you will be providing add it to your event announcements and landing page. People who enjoy certain activities or families looking for something to do will be happy to see it. If working with a local organization or maker be sure to make a post about their involvement. If you end up adding the event to your rotating event calendar, you'll want to have a graphic/photos to use - so this will be a great way to get those and launch it!



How to: Host A Business Crawl

Partnering with other businesses in your community to do a business crawl is a great way to get their customers to check out your store and vice versa. When you have a big event like Local Comic Shop Day, it's going to draw people to the neighborhood, which helps everyone.

Business Crawl Steps

- 1. Talk to Neighboring Businesses:** The first step is to let your neighbors know what kind of event you will be hosting and when. Explain to them what your anticipated traffic flow and marketing plans/reach are and why it would benefit the community for them to be involved.
- 2. Create a Unified Event:** Whether it's on a specific website or you simply make a Facebook Event that every participating business can be a host of, create a place where people can go to see who is involved and what they are bringing to the table. Collab posts and joint Facebook events can really expand the reach once you combine everyone's audience and engagement.
- 3. Promote It:** Send out a press release letting every media outlet, your Chamber of Commerce, and other organizations know that you are teaming up as a community to create something special. Whether it's a business crawl or a block party, the gathering of multiple businesses always garners more media coverage.
- 4. Create a Passport of sorts:** Having something that encourages people to go from place to place to win prizes is always good. This is a great use of the prize packs and freebies you may be getting from publishers! Create a stampable map with each business name/location. Have challenge coins made. Hide a hero or character at each location (Where's Waldo). Or have everyone take a selfie at each location and tag the business. There's loads of ways to track it and gain extra promotion in the process.
- 5. Keep it Going:** A great way to keep this collaboration going post Local Comic Shop Day is to create a coupon swap with your fellow business owners or offer a discount when someone brings in another company's receipt.



How to: Host In-Store Book Clubs

Book clubs are a great way to get people into your store to pick up comics they may not have tried before. You can create a monthly book club with trade paperbacks, graphic novels, even single issues!

Tips

- Choose a theme (First Issues, Romance, Sci-Fi, Queer Lit, Etc).
- Be Consistent with your day. If LCSD is going to be your kick-off day will it always be a Saturday book club? Is there a day of the week you would like to generate more traffic?
- Monthly book clubs can easily be forgotten, make sure you are reminding people often! Promote the book in store with a display and the date and time of the next meeting.

Before the event

Decide how you will run the club. Themed questions, Powerpoint, Page-by-page, etc.

Plan your environment. Make sure you have enough spots for everyone to sit comfortably. Providing refreshments can help make people be more relaxed.

Promote the event with plenty of time to read the book. One month. Two weeks. One Week. Four days before.

During the Event

Introduce yourself and each other! Name Tags and Sharpies are always appreciated by customers who want to get to know each other. If you have a thermal label maker you can even make your own, name tag, and include a space for “My Favorite Comic:_____.”

Establish Safe Boundaries. Make sure everyone knows that opinions are allowed to be shared without being attacked and that conversation must remain healthy and open.

Give Everyone a Chance to Share! Make sure one person doesn’t monopolize the chat by asking questions that appeal to everyone. If you know someone really loved the art, ask them directly to share why or open the conversation up for others to share who haven’t had a turn.

Make sure to mention your next in-store event “I hope you guys can make it back for the big sale on Sunday,” or “We’ve got a signing with Insert Creator’s Name in two weeks - see you then!” And definitely announce the next book club title before the attendees leave.



How to: Host In-Store Book Clubs

Sometimes you need questions to get the thoughts flowing at a book club. Here are a few questions to get you started:

Questions

- Before we dive in, just judging the cover - what were/are your first thoughts? Would/did you pick up the book just based on the cover art?
- Have you read anything by this creator before?
- What were some of the key moments that really stood out to you? (If you have a book club theme, you can ask if there are any key moments that resonated with the theme)
- What did you think of the art? Were you familiar with the artist?
- Do you think that the art and story worked together to further the narrative?
- What unique things did you feel the creative team did with the medium?
- What things did you not like about the book?
- Would you change the ending in any way? How so? Why?
- Would you want to read more in this universe? Why? Why not?
- If you had to recommend this book to someone how would you pitch it?
- Was there a particular character that you really liked? Why
- And conversely, was there a character that you absolutely could not stand or that you felt didn't work with the story? Why? How could they have been better?
- Would the story have worked if told from another person's point of view?
- How did the book resonate with you overall? Did it leave any lasting impressions that you want to share?
- What was your favorite part of the story? The art? The overall packaging of the narrative?

Still Need Help? Have Ideas You Want to Share? Reach out!

For further details or inquiries:

Shannon Live

comicsproedu@gmail.com

Kate deNeveu

thecomickbooklady@gmail.com

Marco Davanzo

marco@comicspro.org

For more LCSD info, visit:

www.localcomicsshopday.com

For more training info for LCSD and beyond, check out:

www.comicsprogress.com





MEMBERSHIP BENEFITS

- 10% Discount on BCW Supplies
- 5% Discount at Poster Emporium
- 10% Off Ata-Boy Merchandise
- Access to Professional Development Resources
- Private Facebook Group for Members
- Members-Only Discord Channel
- Monthly Member Meetings
- Exclusive Publisher Calls
- Priority Registration Access and Discounts on ComicsPRO Events
- Constantly Expanding Benefits

INTERESTED IN BECOMING A MEMBER?

We'd love to have you join the ComicsPro community!
For direct access to the ComicsPRO Member Sign-up
click the link below:

<https://comicspro.wufoo.com/forms/z1fol3jj0pgu7se/>

Or email us at members@comicspro.org