G.T. LUSCOMBE COMPANY, INC.

IntegriTeam
Sales and Marketing Services

**To Schedule A Workshop:**
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## Why should my bookstore host a Workshop?

Quite simply, it introduces and supports Bible journaling to your customers and community like nothing else will. If you have not introduced this product line yet, then what a great way to launch the ***Illuminated Journaling*** concept and products! If you have already made an initial purchase of Bible journaling products, then the Workshop is perfect to 'kick-start' the buzz in your community. The most obvious reason though, is the financial benefit to your store when you capture this entirely NEW revenue stream and increase your customer base. ***Illuminated Journaling*** may have been the best kept secret in Christian retail, but the secret is OUT ...and why not join the other successes?

## How do I schedule a Workshop and what sort of promotional support is provided?

If you are interested in hosting a Workshop, you can let me, as your rep, know or you can contact Royce, Jann's Business Manager directly. When you book an ***Illuminated Journaling Workshop***, you will have returned a signed a Letter of Intent and event deposit to Royce and the promotional wheels will start turning immediately.

First, Jann will contact you directly by phone to learn about your bookstore's background, facilities and discuss an overview of the Workshop details. It's a great time to communicate what you would like to accomplish during the Workshop and after the event is over.

Second, you will receive a LINK to the complete set of ***Illuminated Journaling*** promotional materials for your use in promoting the Workshop.

Royce will send you an Event Checklist to help you manage all last minute details.

## What does a Workshop look like?

Every event is inherently different, depending on your goals and the level of journaling expertise the participants have - but there are a few things that are common to every Workshop.

1. Jann will emphasize that ***Illuminated Journaling*** is more about "your heart, than the art."
2. Jann will teach a technique that is appropriate to the participants skill levels.
3. Jann will introduce the participants to the journaling products you carry in your store.
4. Jann will lead a devotional and then walk the participants through the process of journaling their response.

Jann has been part of the **Bible Journaling** movement almost from its inception. Her background as a missionary with the ***Josh McDowell Ministry*** for 27 years has given her a unique perspective into how God is using Bible Journaling to draw people into a fresh and vibrant relationship with the Word of God. Jann launched ***Illuminated Journaling*** as a direct result of her own passion of reflecting and responding to God's Word. In addition, she has written the flagship book, by the same title, and travels the nation as an author, speaker and host of ***the Illuminated Journaling Workshop Event***. Jann has played a key role in the Bible Journaling movement that has taken social media by storm.

# Benefits to the Bookstore

1 **You can help your bookstores be aware of an exciting Bible Study phenomena that has taken Social Media by storm and could very well change the course of their business.** Very seldom do Christian Bookstores have the opportunity to position themselves as a leader in market trends. Rather, it's catch-up or more of the same products...with a different spin. This is a completely NEW product line and they are buying in on the ground floor. To date, these products, as packaged, are not available to the big box retail stores.

2 **Carrying the *Illuminated Journaling* products allows the bookstore to be the local source for Bible Journaling supplies.** Customers that are looking for supplies will find them; if not at their bookstore, then elsewhere or online.

3 **The bookstore already has a pre-disposed customer base.** Many of the customers for this NEW product line are already involved in Bible Journaling and are also regular customers of the store. They simply have not seen their local Christian Bookstore as a resource for the supplies they know they need. Once the store has begun carrying these products and promotes them to these pre-disposed customers, they will see that their regular customers are spending more dollars in the store than they have in the past. Even if a customer has not previously been exposed to ***Illuminated Bible Journaling***, many will be curious when they see the new products and may get involved in it for themselves. To take advantage of this, the store must have the products on hand and we recommend that they consolidate all of the Bibles, Books and Journaling Supplies to maximize the exposure to the customer.

4 **It will provide them with a NEW revenue stream.** Most brick and mortar bookstores are having to get creative to find ways to make up for sales that used to come easily to them -- but in recent times have been reduced by ebooks and online discounted merchandise providers. They are searching for a way to stay competitive and in some cases, even open. ***Illuminated Journaling*** is helping to breath life into many stores with this totally new revenue stream for many stores. The customers are real and the cash-flow is real. What better time to capture this trend than now. Bookstores comment that it has revitalized their customer base both new and old.

5 **High quality products that are proven to work well on Bible pages and packaged to sell.** ***Illuminated Journaling*** products and supplies have been thoroughly tested and are recommended by Jann Gray. Products are available in a variety of kits as well as individual skus. **G.T. Luscombe, Co.** also provides various configurations for merchandizing -- i.e. end caps, spinner racks or other point of purchase displays.

6 **Promotional Support.** ***IlluminatedJournaling.com*** provides FREE online tutorial videos as well as on-line self-paced classes. In addition, they will provide a FREE video loop for the bookstore to broadcast in-house. Jann can also be booked to lead an ***Illuminated Journaling Workshop*** at their store. The Live Workshop is one of the best ways to establish themselves as THE ***Illuminated Bible Journaling*** supply headquarters. You have been provided a Workshop Tip sheet that you can distribute to your bookstores to help them understand the value of this resource.

7 The book, ***Illuminated Journaling.*** Without question, the most immediate and useful support tool available to the bookstore and their customers is Jann's new book, ***Illuminated Journaling.*** It embodies the soul and reason for making ***Illuminated Journaling*** part of their regular Bible Study process. It contains practical instruction that helps even the most creatively challenged journaler to find ways to incorporate a creative response to God's Word right on the pages of their Bible. It is an easy up-sell with most any Bible Journaling product(s) that a bookstore might sell to a customer. In fact, we highly recommend offering it within a Bible Journaling Bundle that includes a wide margin Bible, the book and one of Journaling Supply Kits.