



Professional Booksellers School

Bookstore Year One

2026 Syllabus



Program Overview

PBS's Bookstore Year One is here to support new bookstore owners through their all-important first year. Whether you are the owner of a new store, or the new owner of an existing store, Bookstore Year One is here to provide support from experienced owners and from peers to help you:

- learn the nuances of bookselling
- understand how the industry works
- establish organizational and financial systems to set you up for growth
- avoid common mistakes and pitfalls
- experience active support through an exciting and challenging time

How the Program Works

Bookstore Year One is a learn-then-ask model. Participants will have access to recorded content on each month's topic in the form of short videos from a wide variety of store owners and industry experts. As you watch these throughout the month, you can post questions and share thoughts in our Discord server. Then on the 4th Monday of each month everyone will gather for a live conversation via Zoom to discuss what you've learned and how you've been incorporating it into your store.

NOTE: We will sometimes meet on the third Monday because of holidays or industry events. See the full schedule below and mark your calendars now.

Program Components

- Monthly live meetings on Zoom
- Recorded lessons and themed conversations for each topic to be viewed asynchronously via the PBS website
- Conversations, Q&A, and resources available on a Discord server

Schedule

All live meetings are at 2:00 pm ET / 1:00 pm CT / 12:00 pm MT / 11:00 am PT

Month 1 - Who We Are: Bookshop Identity

Meeting: **Monday, April 27, 2026**

Month 2 - Navigating the Industry

Meeting: **3rd Monday, May 18, 2026**

as May 25th is Memorial Day

Month 3 - Where You Are: Location

Meeting: **Monday, June 22, 2026**

Month 4 - Money & Sense: It's Just Math!

Meeting: **Monday, July 27, 2026**

Month 5 - Efficient Management

Meeting: **Monday, August 24, 2026**

Month 6 - POSabilities & E-Commerce

Meeting: **Monday, September 28, 2026**

Month 7 - Inventory

Meeting: **Monday October 26, 2026**

Month 8 - Backroom Operations

Meeting: **Monday, November 23, 2026**

Month 9 - Employee Management

Meeting: **Monday, December 28, 2026**

Month 10 - Peak Seasons

Meeting: **Monday, January 25, 2027**

Month 11 - Sales & Merchandising

Meeting: **THIRD Monday, February 15, 2027**

As the 4th Monday is the American Bookseller Association's Winter Institute

Month 12 - Programming & Events

Meeting: **Monday, March 22, 2027**

Month Thirteen

We'll be offering a "Month 13" for all participants during the quarter after they finish the program. This will be a time to check-in, discuss wins and challenges, and ask questions. Participants will also be offered the chance to join an alumni Discord server so they can continue to work with their peers as their business goes forward.

Professional Booksellers School, Inc.'s Code of Conduct

The Professional Booksellers School, Inc. (PBS) values the dignity of everyone with whom we interact. Our safety and anti-harassment policies are critical to ensuring that this core value guides how we speak and how we act. All participants in PBS courses and events are required to adhere to PBS's code of conduct, as described below. This includes booksellers, PBS staff, instructors, speakers/presenters, guests, donors, volunteers, and all affiliated students.

PBS is committed to a broad vision of diversity, equity, and inclusion. This includes providing a harassment-free experience for everyone, regardless of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), ability, marital status, sexual orientation, or military status, in all of its activities or operations. We do not tolerate harassment, discrimination, or other disrespectful or unlawful behavior based on any of these characteristics. We are committed to providing an inclusive and welcoming environment for our students, staff, volunteers, instructors, donors, subcontractors, vendors, and clients.

Behaviors that violate this policy include, but are not limited to:

- Offensive verbal comments related to any protected category above
- Inappropriate physical contact
- Unwelcome propositions, attention, words, or conduct of a sexual nature
- Unwelcome virtual contact inside or outside of PBS settings
- Inappropriate or obscene jokes, remarks, or gestures
- Intimidation, stalking, or trolling
- Disrespect towards difference of opinion
- Sustained disruption of speakers, conversations, classes, or events
- Unauthorized screenshots, photography, or audio or video recording

PBS expects all participants in its programs to follow established rules throughout official classes, office hours, virtual platforms, and related social gatherings.

PBS takes any violation of this policy seriously. Accordingly, participants who violate this policy may, in the judgment and discretion of PBS, be asked to stop; may be expelled from a PBS class or event, without refund if applicable; may be prevented from attending future PBS classes or events; may be banned from virtual platforms; and may have future PBS participation privileges revoked.

If you are being harassed, observe someone else being harassed, or have concerns about potential violations of this policy, please notify PBS staff immediately. PBS will take all appropriate action in response to protect anyone affected by violations of this policy.

Privacy Statement

For Stores

PBS asks for both public (address, etc) and private (square footage, POS, sales levels) information from stores who are members. We ask for this private information to help us understand and support students. The only public-facing information, in our website directory, is the store's name, address, contact information, and regional trade association. PBS uses both private and public information to analyze the effectiveness of our courses and our school, but reports only aggregate data. All other store information is protected and available only to PBS staff. Stores that use promo codes shared by Regional Trade Associations will be included on our reports to those Regionals, including which staff members took courses or classes and which were certified.

For Individuals

PBS asks for both public (bookstore, job title) and private (home address, demographic, years of experience) information from individuals who are members. The only public-facing information is the student's name, bookstore, job title, and earned certifications. PBS uses both private and public information to analyze the effectiveness of our courses and our school, but reports only aggregate data. All other information is protected and available only to PBS. Regional trade associations that support PBS and provide promo codes and/or reimbursement to their members receive lists of students enrolled /finishing/certifying in our courses receive a list with student names, bookstores, certification status, and emails.

For Homework

We recognize that homework can contain personal or sensitive information. Student homework assignments are uploaded into formats available only to the individual student, PBS staff, and instructors, with the exception of projects delivered live in class. These projects are announced well in advance and student presentations are never recorded. All student homework for PBS is owned by the student, not PBS or the student's employer, and is confidential and protected. **All shared, spoken, shown, submitted, and typed information is protected and confidential and not to be discussed, saved, or shared outside of applicable PBS classes, platforms, or events without express permission.**