

# Guide Books

A guide book, or souvenir guide is the perfect product and can be very profitable.

Guide books are the authority on your venue that people are going to take away with them.

They will often live on a coffee table and be passed around by many people – it might be the only thing that someone might know about your heritage site.

It is a vital part of your product range and should be your number one best seller!

You can vary your offer to meet the needs of different customers (if your business can support it).

## What makes a good guide book?

- It sells!
- It must appeal to the average visitor by looking great and being at the right price
- Ideally it should tell you even more than you can get from your visit, so it extends the story of the museum

## How do you start to produce a guide book?

- Gather your team and include internal and external inputs and stakeholders if needed – think about curators, marketing, retail and management, and don't forget the supplier
- Decide on how much investment you are going to put into it
- Make sure you have curatorial input, but remember that your goal is a commercial product
- Take ownership of the whole project
- Create a brief, tailoring what you are trying to do to your target customer

## Top tips from the supplier

- Planning – as much as possible up front. Research your customer, price point and location of where you are going to sell from.
- Speak to the experts – there is a wealth of knowledge out there – find out best practice and use it.
- Know your budget and work to it
- Keep a continued focus on what you are trying to achieve