Love is in the Air: Using Passive Readers’ Advisory to Market Your Romance Collection All Year

Lila Denning, MA, MLIS
What is your experience with romance as a genre?
What makes a romance a romance?
A romance always contains:

- Love story as central to the plot
- HEA or HFN
Romance fans have expectations!
For your ready reference…

- The Readers' Advisory Guide to Romance (ALA Readers' Advisory Series)
- Robin Bradford (@Tuphlos on Twitter)
Romances aren’t only about bodice rippers and m/f couples!
Subgenres

- Romantic Suspense
- Historical
- Contemporary
- Erotic
- Paranormal
- Inspirational/Religious/Christian
- Young Adult
But don’t forget…

- Science fiction
- Fantasy/Romantasy
- Dark romance
What is a trope?

Can you name any popular tropes from romance novels?
Some tropes to know...

- Best friend’s sibling
- Workplace
- Enemies to lovers
- Fake relationship
- Friends to lovers
- Second Chance
Let’s talk about...
Readers Advisory?
Readers Advisory can be...

- Active or Passive
- What is the difference?
## Passive Readers Advisory…

<table>
<thead>
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<th>Can be online or in physical form</th>
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<td>Can reach outside of your building</td>
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<td>Can be a tool for those without specialized knowledge of a genre or subject</td>
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<tr>
<td>Can be used in programs or outreach</td>
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<td>Can be done by any library worker</td>
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Doing the work before you need the answer

- We all love. And the industry should reflect everyone.

-Beverly Jenkins, Interviewed at Shondaland.com
With Passive readers Advisory there is no reason to not be as inclusive as possible and to include a wide variety of authors, characters, experiences...
Inclusive? It’s our job!

- “Everyone needs to read books about everyone.”
  – Becky Spratford, RA for All
DIVERSITY ISN’T A GENRE
NO ONE IS TELLING YOU TO STOP RECOMMENDING YOUR FAVORITES

- This is not about excluding titles - we are adding great authors and creators to those we recommend and highlight.
- Great books are great books.
<table>
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<th>In your library?</th>
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<tbody>
<tr>
<td>Bookmarks</td>
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<tr>
<td>Shelftalkers</td>
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<tr>
<td>Book displays</td>
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<tr>
<td>Blind date with a book</td>
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<tr>
<td>Lists / guides to subgenres</td>
</tr>
<tr>
<td>Lists of series in order</td>
</tr>
<tr>
<td>If you liked that, try this</td>
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</tbody>
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Remember… Any idea can be adapted for online or in library use!
“People gravitate to a smaller universe of books.” - Joyce Saricks
Book Displays...
More Book Displays
And More Book Displays…

Subgenre Spotlight -

Romantic suspense...

“Romantic Suspense: Romance novels in which suspense, mystery, or thriller elements constitute an integral part of the plot.”

-Romance Writers of America

Try some love with a side of danger!
Signage!

- Remember that people do stop reading signs after awhile. They don’t need all the words.

- How much text depends on the theme and focus of the display.

- Don’t forget to credit someone if you are using an idea you got elsewhere.

- Include URLs and ways to get more information. This is especially important if your display is a way to highlight a genre or narrowly focused on one topic.

- Use humor and images to catch attention.
Decorations?

Remember that these displays are supposed to encourage people to pick up and check out the things. They should not look like elaborate art installations.

Too many props, decorations, etc. can make people hesitate to grab something interesting.

Check out displays the next time you are at a store.
Remember – you are not creating an art installation or being graded! The focus is on the books.
But where can I put them?

• Central walkways
• Move things to unexpected places - away from where they are usually shelved in your library.
• Near your catalog computers, copiers, printers.
• At the service desks - checkout, reference...
• On top of shelving units.
• On carts.
• Put AV near the books and books near the AV!
• Walk around your library!
ON BESTSELLERS…

- Best selling authors do not need our help to promote their books.
- Those authors that patrons ask for constantly can be used to promote your back list titles as read alikes.
eBooks need love too!

- You can use images of book covers with QR codes.
- Create lists / shelves and make a QR code that links to it.
- Add information about your eBook collection to your shelves!
Those independent bookstores have great ideas!

Gibsons Bookstore in Concord, NH archives their book displays on their website.
https://www.gibsonsbookstore.com/

Archive your displays!
Bookmarks?

People still love them!!
May Literary Horoscope for

ARIES
(March 21 – April 20)

Taking time to relax with a good book is especially important for you this month, as May has the potential to be a hectic and stressful. Avoid needless arguments and emotional outbursts, and find a book that calms you rather than fans the flames of any drama. Suggestions:

- Find some domestic inspiration in a cookbook, gardening book, or book on crafts and hobbies (peruse the Nonfiction section TR-TX).
- Inspirational works — get in touch with any text that centers you.

Famous Literary Aries: Milton Kondara, Maya Angelou, Tom Clancy, Seamus Heaney

May Literary Horoscope for

TAURUS
(April 21 – May 21)

While there may be some stagnation in your personal relationships this month, you can look forward to opportunities to take initiative at work. Pay no mind to those who oppose your ideas; you will eventually win through patience and tenacity. Reading suggestions:

- Books on career growth (Nonfiction HD).
- Stories of people who make it through with elbow grease and perseverance (maybe a mystery or urban fiction?)

Famous Literary Taurus: L Frank Baum, Tina Fey, William Shakespeare, Alice (in Wonderland)

May Literary Horoscope for

GEMINI
(May 22 – June 21)

This month is all about cultivating the spirit of friendship, in both your romantic and platonic relationships. Prioritize laughing, relaxing, and enjoying life with the people who enrich you. Some suggestions:

- A good piece of fiction that focuses on friendships.
- Check out some cookbooks and party suggestions (Nonfiction TX), or just a book of jokes (Nonfiction PN) to share with loved ones.

Famous Literary Gemini: Garfield, Sookie Stackhouse, Joyce Carol Oates, Maurice Sendak
Romance Novels with Astrology Signs in Title

1. *Leo Loves Aries (Signs of Love, #1)*
   - By: Jesria Smith
   - Goodreads Author
   - Rating: 3.90 stars
   - 1250 ratings
   - 300 and 5 people voted

2. *Leo & Taurus (Signs of Love, #1)*
   - By: Jesria Smith
   - Goodreads Author
   - Rating: 3.80 stars
   - 2274 ratings
   - 34 people voted

3. *Leo Loves Aries (Signs of Love, #1)*
   - By: Jesria Smith
   - Goodreads Author
   - Rating: 3.70 stars
   - 1270 ratings
   - 30 people voted

4. *Remnants of the Forgotten (Signs of Love, #1)*
   - By: Jesria Smith
   - Goodreads Author
   - Rating: 3.60 stars
   - 340 ratings
   - 3 people voted

5. *Taurus (Galactic Cage Fighters, #1)*
   - By: L.J. Montgomery
   - Goodreads Author
   - Rating: 3.50 stars
   - 120 ratings
   - 30 and 2 people voted

6. *Aries Revealed (Zodiac Cyborgs, #2)*
   - By: Wilma Carter
   - Goodreads Author
   - Rating: 3.40 stars
   - 145 ratings
   - 30 people voted

7. *Scorpio Loves Virgo (Signs of Love, #2)*
   - By: Jesria Smith
   - Goodreads Author
   - Rating: 3.30 stars
   - 450 ratings
   - 30 people voted

8. *Pisces Phenomenon (Zodiac Gatekeepers, #1)*
   - By: Jesria Smith
   - Goodreads Author
   - Rating: 3.20 stars
   - 140 ratings
   - 30 people voted

Romance Novels Based on Your Zodiac Sign

**ASTROLOGY MEANINGS / ZODIAC SIGNS**

**Romance Novels Based on Your Zodiac Sign**

By: Aelia
Published: Oct 3, 2022

Last Updated on October 3, 2022 by Aelia

Choosing the book you know you'll love can seem impossible with so many wonderful novels available. We've selected the ideal collection of 12 romance novels, each with a unique plot, genre, and style, and each expertly matched with the positives, negatives, and distinguishing characteristics of the Zodiac signs. Keep reading to learn about these suggestions for the best romance novels based on your zodiac sign.
<table>
<thead>
<tr>
<th>Lists can be…</th>
<th>On paper around your library for patrons to pick up</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Online, on a libguide, blogs</td>
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<td></td>
<td>On social media</td>
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</tbody>
</table>
What kind of lists can we make?
What if we try…

- Subgenres
- Archetypes
- Tropes
- Themes
- Settings
List of series in order

- Shelf talker
- Book marks
- Signage
- Printed list for authors
If you like this, try that!
In the past few months, the staff at the Harrison Public Library have been asked many times if we have any Colleen Hoover titles available. Unfortunately, not of the times, we have to say no. However, we don’t want you to go home without a book to read that gives you the same “feels” as a Hoover title.

What makes it so difficult to find Hoover read-alikes is that her novels run the gamut from psychological thrillers (like “It Ends With Us”) to sweet romance (like “Ugly Love”).

To tackle this, let’s look at the similarities between all of her books. There is angsty romance, trauma-experienced by the main characters, steamy scenarios and plot twists galore. Gathered below is a list of Hoover’s most popular books along with their corresponding read-alikes.
Blind date with a book
Other ideas?

- Genre spine labels.
- Shelf talkers
- Leave flyers, handouts, bookmarks around your town: coffee shops, laundromats, rec centers…
Online?

- Social media posts
- Pathfinders
- Websites you can suggest
- Libguides
- Subgenres and tropes
- Suggestions based upon popular titles
If it be romance yer seekin' this Talk Like A Pirate Day, here thar be romances! [http://on.nypl.org/1NlxXzN](http://on.nypl.org/1NlxXzN)

10 Pirate Romances for Talk Like a Pirate Day

Looking for a little romance in your life? Pick up one of these books on NPR’s list of 100 great romance novels.

[http://on.nypl.org](http://on.nypl.org)

[http://npr.org](http://npr.org)

Happy Ever After: 100 Swoon-Worthy Romances
Happy pride! 🌈💖📚列入科幻、浪漫、奇幻、神秘、YA - 这里有一些你会喜欢的书，你可以阅读来庆祝这个六月。看看这些LGBT书籍，作者来自图书馆。
What TV shows, movies, podcasts, current events are your patrons talking about?
Bewitching Romance Books for Spooky Season

By Carrie McBride, Communications
October 12, 2023

There’s more than one way to celebrate Halloween and spooky season. If you’re not a fan of horror, the macabre, and ghastly ghouls but you’re down for magic, curses, and other witchy vibes (not to mention vampires and ghosts), give one of these paranormal rom coms a try. You’ll find standalone books as well as the latest titles in a series if you’re the commitment type.

**The Very Secret Society of Irregular Witches**
by Sangu Mandanna

Breaking all the rules, Mike Moon, one of the few witches in Britain, travels to the mysterious Nowhere House to teach three young witches how to control their magic. Mike is immediately tangled up in the lives and secrets of not only her three charges, but also an absent archaeologist, a retired actor, two long-suffering caretakers, and... Jamie—the handsome and prickly librarian of Nowhere House. As she gets close to the House’s residents, Mike must decide whether to risk everything to protect a found family she didn’t know she was looking for.

**Witcha Gonna Do?**
by Avery Flynn


2. Borrow e-books or downloadable audiobooks.

Use romance lists from OverDrive to find e-books and downloadable audiobooks. If you have never borrowed from OverDrive before, both OverDrive app downloads and OverDrive browser downloads are available as well as an OverDrive video tutorial and OverDrive Support.

- Romance Fiction from OverDrive

Need more help? Ask a Library staff member at any of our locations or call, text or email Ask-a-Librarian. The Timberline Station helpdesk at (317) 275-4303 is also available. It is staffed by device experts who can answer questions about how to read, watch and listen on a PC, tablet or phone.

3. Get reading recommendations from IndyPL staff.

Click on a featured booklet to get romance reading recommendations, or see all of our staff romance lists.
- Romances like Loving V. Virginia
- Read a Romance - The Fae’s Relationship
- Red, White & Royal Blue
- Sci-Fi Romance
- Sapheic Romance Novels
- 17 Paperback Romances to Toss Into Your Beach Bag This Summer
- Body Positive Plus Size YA Romances
- Celebrate Black & queer with Theme Romance Novels

4. Use your IndyPL Library card to login to Novelist Plus.

Get read alike and other “what to read next” suggestions from Novelist Plus. If you like contemporary romans, you’ll find romance reading recommendations, read alike, write lists, reviews, and lists of award-winning romance books. Once you login with your IndyPL Library card, choose the “Romance” category from the list on the left. When you click on a book you can read a brief description, see a star rating, and click “Check Availability” to see if your selection is available to borrow from IndyPL.

5. Subscribe to the romance newsletter from NextReads.

Subscribe to NextReads to receive romance reading recommendation in your inbox monthly. Book suggestions are linked to our catalog for easy requesting. It’s FREE! See a sample issue and Subscribe to NextReads!
6. Make a selection from these contemporary romance authors.


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**Read a Romance - The Fake Relationship**

It was an arrangement of convenience ... until it became something more.

Calling all my fellow sheeplike lovers of happily-ever-afters to take a journey during this 2023 Romance Month to the sexy and amusing world of the fake relationship trope. The protagonists must pretend to be a couple because ... reasons ... only to discover the connection might be real! Sweet.

Why do I love this classic plot device? Because these stories give characters who are burdened by prejudices who struggle to be vulnerable or who feel unworthy the chance to be seen and loved, to learn that they are all worthy of love.
Romancelandia Glossary: A Guide to Romance Abbreviations and Terms

April 19, 2019 - by Bonixe

The Romance MFA is a project of Bonnie Loshbaugh. I write historical sports romance under the name Irene Davis.

It doesn’t take very long in Romancelandia to notice that there are an awful lot of romance abbreviations, slang words, and terms specific to the genre and discussions about it. Whether you’re an author, book blogger, or a reader checking out reviews, it’s worth your while to learn the difference between an alpha and a beta, or between a DNF and a TBR. Here’s the glossary I’ve put together after the last two years of trying to figure out what’s what.

It’s a Romancelandia Glossary: A Guide to Romance Abbreviations and Terms

Romancelandia Glossary: A Guide to Romance Abbreviations, Slang Terms and More

A Grand Romance

Antique Advice from The Married Lady’s Companion: When uncor drachar falls i
Virtual Event! Kit Rocha, Jennifer L. Armentrout, Katee Robert and Me! 11/28!

Gift Guide 2023: Last Call on Cyber Monday Deals!

We've got readerly gifts, and some links to reader must-haves, all on sale for Cyber Monday! Want to see? Just click that image above or click right here, and come shop with us to browse some more, we have a complete STUFF from past Gift Guides and other posts on our site.

BOOKS ON SALE

Historicals and Contemporaries!

Recommended: The Secret Life of County Girl Charles is $1.99! I'm hoping this isn't a leftover KLD weekend. Came give this one a look. (These kinds of this book are in the balancing act of humor and optimism, the rich characters, situations, or off-the-wall stories, as well as romance between opposites. It's entertaining, exciting, and instructors wanted a little more from the ending. I enjoyed this...)

November 27, 2023

Review: Assistant to the Villain by H. Maehr

Once upon a time meets: The Office in Hannah Maehr's laugh-out-loud anti-TA/TAx series turned novel, about the vampire assistant to an evil villain, and their unexpected romance. ASSISTANT WANTED: Notorious, high-ranking villain seeks loyal, overeared assistant for unspecified office duties, supporting staff to random mayhem, terrorism, and other Dark Things... Fun.

November 24, 2023


Mignon's got it all on Pinterest...
Seattle Public Library “Your Next Five”
150 ROMANCE NOVEL TROPEs

Tropes are everywhere. In Shakespeare, Austen, everyday language and your favourite TV shows. Tropes are common situations in narratives that help structure a story. 'Enemies to Lovers' is a very popular trope which can be found in The Taming of the Shrew, Pride and Prejudice. The Hatting Game, and You've Got Mail. Tropes are commonly used story devices that we all recognise on some level.

Even though the term tropes can be used in a derogatory way to imply that the author is resorting to cliché, they are still to be found at the heart of every story. Moreover, multiple tropes can exist in one story. If we look at the romance specific tropes in You've Got Mail, there are lots to be found:

- Enemies to Lovers
- Pen pals/secret identity
- Work adversaries
- Rich vs poor/unequal social status
- Opposites attract

You can read about more of the general tropes found in You've Got Mail here.

The 12 most popular tropes in romance novels

Matchmaker/matchmaker gone wrong

Enemies

- Enemies to Lovers
- Old enemies – from school/work/anything
- Love/hate
- Nobody thinks it will work
- Rivals
- Bully turned nice guy
- Revenge
- Not good enough for him/her (pov of anyone)
- Pen pals
- Seven off a relationship
Do your patrons only read romance in February?
Fall in Love...
Forget New Year, New You..
Best of Lists
Genre Blending...

Romance will fit in with other genres.
Historical fiction?

Historical romance can be added to these lists and displays. Historical mysteries and suspense are added all the time.
Spooky season?
Stories about Florida…
Lila.Denning@gmail.com
Twitter: @Vantine
Bluesky: @Vantine.bsky.com
bookdisplays.blogspot.com