Barbershop Books® Three-Phase Implementation Process

Phase One: Planning and Development
1. Complete Barbershop Books® Implementation Plan Questionnaire
2. Develop a local implementation plan draft
3. Approve local implementation plan and timeline
4. Recruit Community Liaison(s)

Phase Two: Community Outreach and Barbershop Selection
5. Identify target neighborhood(s)
6. Collect barbershop recommendations
7. Conduct outreach to potential barbershop partners
8. Finalize list of participating barbershops and confirm barbershop contact information
9. Schedule and promote Barbershop Books® in-person early literacy barber training
10. Schedule and promote Barbershop Books® Launch Event (at an additional cost)*

Phase Three: Program Launch and Evaluation
11. Ship program materials to target neighborhood or city
12. Assemble bookshelves and organize books/window decals for distribution
13. Launch event (at an additional cost)*
14. Facilitate 90-minute early literacy barber training
   ○ Administer Barbershop Books® barber survey
   ○ Distribute Barbershop Books® program materials to attending barbers

* Important Note: Additional products, services, or events can be added to a neighborhood (10+ barbershops) or city (20+ barberoshps) level implementation at an additional cost.

Barbershop Books® is a USPTO registered trademark of Reading Holiday Project, Inc. Use of the Barbershop Books® trademark for any reason (including but not limited to events, programming, press releases, digital/printed media, fundraising) without the written and expressed consent of Reading Holiday Project, Inc. is strictly prohibited.