



## Congratulations, you've written a book!

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The Book Seller is happy to support our local authors, unfortunately, due to the high volume of books now being self-published, we are unable to accept books on consignment from authors *who live outside of our area*.

No bookstore can carry every published title, whether from a major publisher's list or self-published by a local author. When selecting books for our shelves, along with our 40+ years of experience, some of the factors we take in to consideration are the subject, production quality, and retail price.

Our preferred arrangement for **local** self-published books is to obtain them through **Ingram** or **Baker and Taylor** as long as they are **available on a returnable basis at a standard discount**. If your book fits that criteria, please fill out our form and leave a review copy for us to take a look at. Ingram has recently opened an on-demand

warehouse in Fresno which makes books easily and quickly available to all bookstores across the United States!

If your book is available through Ingram or Baker and Taylor but it is **non-returnable or short discounted**, we will happily special order the title for an inquiring customer as per The Book Seller's store policy.

### Before you submit your book please go through this check-list of our terms.

- Your book is professionally bound and manufactured, including a legible title on the spine.
- You have a review copy to submit upon completion of this form.

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In the event that we cannot carry your book, please let us know which option you would prefer for your review copy.

- This is a complimentary copy. Please donate.
- Contact me to pick up my review copy.
- Send it back to me: I have left a self-addressed and stamped mailer.

The Book Seller does accept submissions for self-published books on consignment for titles that have **particular interest to our local area**. Generally, these are nonfiction local history, nature, or travel oriented.

### The following terms are required:

- Authors will receive 60% of the retail sale price; The Book Seller retains 40%
- The Book Seller will initially take one to two copies of your book.
- The Book Seller will carry the book for three months, then an assessment will be made. If the book sales are very low or nonexistent after that time, we will discontinue carrying the book and contact you to pick up any unsold inventory.
- It is the author's responsibility to deliver new inventory and pick up any unsold inventory.
- Typically, it takes three to four weeks for new books to be processed and put on our shelves.
- Remember: it is the author's responsibility to let people know about their book and to promote it!

**Please note that unsolicited review copies will not be returned.**

Please fill out the following form. Any submissions missing information **cannot** be accepted.

## Tips for Success

- Remember, PUBLISHING a book is much more than PRINTING a book!
- Encourage your family, friends, business associates, and others to purchase your book from The Book Seller.
- Contact local media and mailing lists to let them know that your book is available at The Book Seller.
- Social media is a great tool. Use any outlets you're familiar with to help spread the word about your book. Be sure to tag The Book Seller, letting people know we have your book.
- Send out press releases, review copies, and other promotional material.
- Get involved with book clubs, libraries, and other community organizations. Greater success comes from a wide variety of author-coordinated promotions.
- Get your book to a distributor so bookstores across the U.S. can get it! This is especially critical for novels and poetry!

Author name: _____		
Address: _____	City: _____	Zip: _____
Phone number: _____	Email: _____	
Book title: _____		
ISBN: _____	Retail price: _____	Wholesale price: _____
I understand and agree to The Book Seller's terms,		
_____	Date: _____	