

Merritt Bookstore's Consignment Policy

You've written a book - congratulations! The Merritt Bookstore supports our regional authors and is happy to provide a retail outlet for books published through non-traditional publishing sources. When your book is self-published, published by a company that Merritt Bookstore does not already do business with, or is available only on a non-returnable basis, we will work directly with you to sell your book on consignment.

To submit your book for consideration, authors should:

1. Complete our Consignment Application Form (found under the 'Programs and Policies' page on our website).
2. Drop off a copy of your book (non-returnable) at Merritt Bookstore during our store hours with your name, phone number and email address.

OR

Mail us a copy to:

P.O. Box 1156
Millbrook, NY 12545

We will respond at our convenience.

Our consignment program is an agreement between you, the author, and Merritt Bookstore, to offer your book for sale in our store. By leaving your books with us, you agree to abide by the guidelines below:

Consignor's Responsibilities – by signing the consignment form you agree to:

- Pay the \$20 nonrefundable consignment fee.
- Leave between 2 and 5 copies for sale at the Merritt Bookstore.
- Accept 45/55 consignment terms (ie we will pay you 55% of the purchase price of the book).
- Offer your book at the same retail price through all outlets (including copies you might sell yourself).
- Include the fact that your book is available at Merritt Bookstore in any and all of your marketing and advertising, and add a link on your website, if you have one, to both www.merrittbookstore.com and www.IndieBound.org.
- Pick up any unsold copies of your book at the end of the 6 month consignment period, understanding that any books left past that time will be disposed of by the bookstore.

When we choose your book to be sold on consignment, Merritt Bookstore will:

- Place your book for sale.
- Track sales of your book using our computerized inventory system.
- Call you when we need more copies.
- Issue a check (after we've sold 5 or more copies or) at the end of the consignment period.
- Remove your title from sale after 6 months unless it is continuing to sell well and both you and Merritt agree to extend the consignment.

Other Notes

- Merritt Bookstore reserves the right to refuse any book proffered for consignment deemed unsuitable or inappropriate for sale in the store.
- The Merritt Bookstore can only pay for items that were sold. Damaged or stolen items are the sole financial responsibility of the consignor.
- *If there is an agreement to extend the consignment an additional six months, a renewal fee of \$20 will be charged. Authors who have sold ten or more copies during the six month period will have the re-consignment fee waived.

Tips for Marketing Your Book:

Here are some things to consider when thinking about marketing your book in our store - remember, we want all of your hard work to be rewarding, both for us and for you.

Quality (and by this we don't mean the fluency of your prose and the intelligence of your thinking).

Is your book as perfect as possible? Spelling, grammar and typesetting count. If you are self-published, the company that prints your book may offer proofreading, or even a fair amount of editing, for a fee. Professional authors have professional copy editors who go through every manuscript in detail. If you are expecting your readers to pay as much for your book as they would pay for a book from a major publishing house, they are expecting a work of equal quality. Assemble your own team to make your book the best it can be.

Pricing

In order to sell, your book should be priced at or below the cost of other books of its size and sort. It's easy to see how your book compares by browsing your local bookstore. When you

negotiate for the production of your book, be sure to take that into account, as well as the fact that you will have to pay at least the industry standard discount to stores who stock your book, and substantial sums for marketing so that readers can know your book is available. Do your math ahead of time so that you aren't disappointed later!

Cover Art

Face it - people do judge books by their covers. Make sure your cover looks good.

Promotion

- Create as professional an author bio and press release as you can to tell your story.
- Contact local and regional media and use mailing lists, blogs, Facebook, Twitter, etc. to let people know you've published a book and it's available at Merritt.
- Send out press releases, review copies and other promotional materials to local media and any other organizations with which you are affiliated.
- Tell friends and family and send them to the store for copies - this generates the all-important buzz that generates more sales.
- Buy and read some of the following resource books (some available here at the Merritt Bookstore or on www.merrittbookstore.com)

This Year's Writer's Market: Where and How to Sell What You Write, Ed. by Robert Lee Brewer

Grammar Girl's Quick & Dirty Tips for Better Writing, by Mignon Fogarty

A Novel in a Year: From First Page to Last in 52 Weeks, by Louise Doughty

On Writing: A Memoir of the Craft, by Stephen King

The Artist's Way, by Julia Cameron

Author 101: Bestselling Book Publicity, by Rick Frishman

The Essential Guide to Getting Your Book Published, by Arielle Eckstut & Henry David Sterry

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