

## **Instruction Sheet for Volunteer Distribution of *Basics***

There's a tremendous basis to distribute *Basics* broadly in society. Let's get it into bookstores, barber shops, hip hop clothing stores, bodegas, community centers, restaurants, churches, and coffee houses -- anywhere people congregate and people could have an opportunity to buy the book. There are two ways to distribute *Basics* thru stores:

**WHOLESALE. WHOLESALE IS FOR OUTLETS THAT ARE NEW ACCOUNTS. AN EXCEPTION TO THIS ARE INDEPENDENT BOOKSTORES WHO DON'T BUY WHOLESALE.**

This is selling the books to the outlet at a **wholesale** price. This means they pay you \$6 per book upfront and then they can sell it for retail price of \$10 and keep the difference. This is the best because it's simple and because it ensures the books will be paid for.

The form to use when a store pays for their wholesale order is the accompanying **sales receipt**. You should give a copy of the sales receipt to the store and keep a copy for yourself. As you'll see on the form, stores **can** return unsold copies if in good condition. Checks can be made payable to Revolution Books or to RCP Publications. It's easier if the checks are to Revolution Books but these are both viable options.

**CONSIGNMENT: CONSIGNMENT IS FOR BOOKSTORES OR ESTABLISHED OUTLETS (i.e. A PLACE THAT CURRENTLY SELLS *REVOLUTION* NEWSPAPER or SOLD THE DVD OF AVAKIAN'S TALK or LITERATURE BY THE RCP, ETC.)**

Consignment means that the stores don't pay for a book until they sell it. Then you return and collect the money. There's a consignment form for this. Books should be left **on consignment ONLY with established bookstores or with people we know well who will be responsible**. Make sure that the responsible person at the store signs this form. You keep this form. If the store wants a copy, then make one for them but you should keep the one that's been signed. Read this form carefully. Please make clear that by signing this form, the responsible person promises to pay for books sold or not returned in good condition.

Be sure to put your local Revolution Books address and phone number on each of these forms. You might also want to add your name and a contact phone number or email if that makes sense to do. **FOLLOW UP** with any store that purchases or takes books on consignment. This should be done within 30 days.

Please email us at [RCPPubs@hotmail.com](mailto:RCPPubs@hotmail.com) so we can learn from your experience and your questions.

## **ADDITIONAL POINTS ABOUT INDEPENDENT BOOKSTORES.**

When you go to an independent bookstore, take the press release for *Basics*, a copy of the book and the wholesale and consignment forms.

It helps if you are familiar with the bookstore and the community that uses it so that you can convey why you think that the bookstore's customers would like *Basics*.

If you are holding an event or taking out an ad or getting a review around *Basics* let the bookstores in the area know that you will announce that the book is available at that store when possible.

Here is some advice from successful independent booksellers about how to get your book in the door:

Deb Covey, buyer, Joseph-Beth Booksellers, Cincinnati Ohio: "walk in with the book in hand and a good press release, not just a mock-up. Attitude is also very important. Some authors come in all cocky; they don't understand that we are inundated with books. It really helps to be honest and open and friendly." Roberta Rubin, owner, The Bookstall, Winnetka: "...be sensitive to what's going on in the store when they come in. If it's not crazy, I'm much more likely to be receptive. But please don't pester me."

Independent bookstores can buy books wholesale or take them on consignment.

Some independent bookstores will also purchase a few copies directly at wholesale prices from small publishers because the discount is much better than they get when ordering through major wholesaling firms (such as Ingram or Baker & Taylor). You may be asked if *Basics* is available through any of these big distribution firms, and the answer is "not at the present time."

**LIBRARIES:** Libraries have a whole different procedure for purchasing books so while it is fine to talk the book up with librarians and urge your library to get the book on their shelves -- don't spend time approaching libraries to buy it from you.

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