

Looker Books Consignment Policies and Guidelines

Looker Books is pleased to support local authors and artists by offering a consignment program. Selling books on consignment allows Looker Books to carry and feature a wider variety of titles for our customers, including independently published and print-on-demand titles. We are not limited to the traditional publishing channels which means we can help local authors to reach more customers.

Our role as booksellers is to find the right book for every person who visits. We believe it is our responsibility as stewards of the literary community not to simply sell a book, but to sell the right book. As such, we hold all our authors to very high standards of quality and participation. The books we stock on our shelves reflect upon all of us, and our community.

Please read the following information about our consignment program, and if you would like to be considered, fill out the form linked below. **No phone or walk-in pitches will be accepted. Please do not drop off sample copies at the store. If interested, we may request sample copies.** If we are interested in featuring your book, we will reach out to you.

Not exactly a *local* author? That's ok! Though we give priority to local authors, you don't need to be local to the Coatesville or Chester County area to participate in our consignment program.

If you have questions, please contact us via email at lookerbooks.pa@gmail.com.

Should your book be chosen for our store,

- Looker Books charges a one-time fee of \$10 for participation in our consignment program. Each author will not be charged for future submissions.
- We will request three copies of your book. One copy of your book will be featured in our “Local Author” section and one copy will be shelved in the appropriate genre section for a minimum of six months from date of receipt. The third will be used to restock. (This timeframe can be lengthened at the discretion of Looker Books.)
 - If you have additional marketing materials directly related to your book, please let us know so that we can incorporate them into our display or marketing.
- Your book will be featured in one social media post on Looker Books’ Facebook and Instagram pages within one month of receipt. Additional posts are at the discretion of Looker Books.
 - You are strongly encouraged to share Looker Books’ post on your own social media channels and create your own posts encouraging readers to buy your book from Looker Books (please tag @lookerbooks in your post).

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- In addition, Looker Books will provide a link to your book on Looker Books' Bookshop.org page (if available). We encourage you to use this link (rather than an Amazon link) when inviting readers to purchase online.
 - Independent bookstores receive a commission from sales made from their affiliate pages on Bookshop.org. If your book is available at other local bookstores and you would prefer not to choose a specific store to support with these online sales, we will also provide a generic link to Bookshop.org so that customers can choose their own local bookstore to support with the purchase of your book.
- You will receive 60% of the retail price of each book sold. Checks will be mailed on the first business day of each month including sales from the previous month.
- If there are no sales of your book in six months, we will ask you to retrieve unsold copies. Copies not retrieved within 30 days will be donated. Titles will not be restocked in our store once removed. However, please contact us when/if you have another title you'd like to share.
- Looker Books will contact you if we would like to restock your book once sold.
- We will only pay for items sold. Damaged or stolen items will be the sole responsibility of the consigner.
- Looker Books will occasionally host author events, readings, and/or signings at our store (or partner locations). **We will contact you if we would like you to attend an individual or group event.** A separate event agreement will be developed for each event regarding sales, fees, etc.

Helpful tips to make your consignment successful:

- Books **MUST** have a spine displaying the title and author's name (no spiral-bound books).
- Retail pricing of your book should be consistent with wherever your book is sold and with comparable titles.
- Books should be high-quality, professionally crafted, and competitively priced. Books that are professionally designed, illustrated, and edited will be given priority.
- Though we will not automatically exclude books published through Amazon or its affiliates, those not published by Amazon will be given priority.
- Encourage friends, family, and other contacts to purchase your book at Looker Books.
- Contact your local media and mailing lists to announce that your book is available at Looker Books.
- Get involved with books clubs, libraries, and other community organizations.



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To have your book considered for our consignment program, complete [this Google form](#). Should you have questions about the program or the application, please email lookerbooks.pa@gmail.com. **Emailed requests do not count as applications.**

Due to the high volume of requests, a response may take 1-2 weeks and a decision to consign may take 3-4 weeks.

More tips on making your book successful:

There is an art to pitching your book to a bookseller. They are not required to sell your book in their store just because you are local. Here is a link to a wonderful article called “How to Talk to a Bookseller: A 10-Step Guide for Authors” written by a former bookseller, turned author. <http://www.bookweb.org/news/how-talk-bookseller-10-step-guide-authors>

We suggest reading these two books about the business of bookselling and contributing to your community rather than larger corporations.

How to Resist Amazon and Why by Danny Caine:

<https://bookshop.org/a/15022/9781621067061>

Rebel Bookseller: Why Indie Businesses Represent Everything You Want to Fight For-From Free Speech to Buying Local to Building Communities by Andrew Laties:

<https://bookshop.org/a/15022/9781609801397>

Jane Friedman has 20 years of experience in the publishing industry, with expertise in business strategy for authors and publishers, her blog is a wonderful resource!

<https://www.janefriedman.com/blog>

Tor published a great article by Lish McBride about what you, as an author, can do to make your events more successful. <http://www.tor.com/2017/01/30/the-authors-guide-to-no-show-events>