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For Self-Published Authors

For emerging authors hoping to get their books in the store, please read the following guidelines regarding our policies.

1. Please make an appointment in advance. We would like to speak with you regarding your work and the best way to market it, however, because we are in a retail environment appointments MUST be made in advance. We will be unable to speak with you without an appointment. Request an appointment by email to the following address: Nicole@bookwormofedwards.com
2. Please provide the following using the attached form:
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 - o Contact information for author
 - o Web address for author and/or book
 - o A copy of or synopsis of the book
 - o List of other retailers stocking the title
 - o Advertising/marketing undertaken by the author
 - o Events executed or scheduled
 - o JPEG image of cover art for web use
3. Please understand that author events and book signings are established only once the book has proven to be a seller.
4. Please review our consignment policy below prior to meeting.
5. Read the following article <http://www.tcdailyplanet.net/article/2008/05/12/so-you-wrote-book-now-what.html&print=1#>

Consignment Policy

1. Self-published books are taken on a consignment basis only until a proven sales record is established.
2. Wholesale and retail costs of the book will be established upon acceptance of the book. Typical mark-up from wholesale is 40 percent.
3. The Bookworm will stock the title for six months, reordering when necessary.
4. The Bookworm will list the title for sale on our web site in the local authors section. Authors MUST link to The Bookworm's web site from their own web site(s).
5. If the book sells within the allotted six-month time period, payment will be made.
6. If the title does not sell, it will be returned to the author via USPS at an address furnished by the author. If an alternative method of shipping is desired, the cost will be incurred by the author. Books may also be picked up in person.
7. The basic handling fee for consignment books is \$25, which directly covers promotional costs that traditional publishers enjoy at The Bookworm of Edwards. Checks should be made to The Bookworm of Edwards and paid upon application of your book.

Tips for a successful consignment

1. Encourage your friends, family and other contacts to purchase your book at The Bookworm or through our web site.
2. Contact local media and mailing lists to let them know that the book is available at The Bookworm.
3. Send out press releases, review copies and other promotional materials.
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Greater success comes from a wide array of author-coordinated promotion.

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I have read and understand the Consignment Policy _____ initial here

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