

Let's Play Books Bookstore Program for Independently Published Authors

Let's Play Books is committed to supporting local, self-published authors by selling your books in our store. If you are interested in having us carry your book, please follow the guidelines for submission. Unfortunately, we are not able to discuss the process in person or over the phone. However, we do offer information nights to answer all your questions. Please see our Facebook page or website for details and dates. We look forward to reviewing your work and thank you for your interest in Let's Play Books Bookstore. **Help us help you! Here's how:**

- Follow the guidelines! If you don't, your book/paperwork will not be considered.
- Encourage your friends, family, and other contacts to purchase your book at Let's Play Books Bookstore. Link to Let's Play Books **FIRST!** We ship anywhere!
- Contact local media and your personal contact list to announce that your book is available for purchase at Let's Play Books. Include Let's Play Books on your website or Facebook page as a local source for your book.
- Send out press releases, review copies, and other promotional materials to generate interest in your book.
- Get involved with book clubs, libraries, and other community organizations. Greater success comes from a wide array of author-coordinated promotion.
- Don't underestimate the power of social media – tag Let's Play Books when you share information about your book.
- Join a local author event at our store!

If your book is self-published or not readily available through our normal suppliers, we may offer you the opportunity to sell it on a *consignment* basis. On consignment, the book remains the property of the consignor until sold. Let's Play Books is not responsible for lost or stolen merchandise. If you would like your book considered for our consignment program, please follow these guidelines:

- All consignment requests must be made in writing. We regret that we are **unable to accommodate walk-in visits or telephone inquiries.**
- **A one-time administrative fee of \$25.00 per title is due with the Consignment Request Form.** This fee will be returned if we choose not to carry your book.
- In order to be considered, your book must have a printed and bound spine displaying the title and author's name (no spiral bound books) and must have an International Standard Book Number (ISBN). For consignors able to meet these conditions, our terms are 40/60, i.e. we retain 40% of the purchase price.
- **To submit a book for consideration, please complete the attached Consignment Request Form, including your contact information, ISBN and price information, any promotional and publicity plans, along with (if available) one or two copies of your book.**
- If we agree to carry your book on consignment, we will display the book on our shelves for a approximately six (6) months (the "Consignment Period"). As books sell, we may request additional copies from you.
- Please do not contact us for payment or re-ordering. We will automatically issue payment to you at the end of the Consignment Period (October and March) for the number of books we have sold.
- At the end of the Consignment Period, we will evaluate the success of your book and we may choose to continue to carry your book for an additional period. If we do not elect to continue to carry your book, we will notify you via email and request pick up of your books within a two-week period. Books that are left beyond two weeks will be donated to charity.
- Let's Play Books reserves the right to modify this program as needed. Changes made will be shared via email from the address of info@letsplaybooks.com
- We have an additional marketing plan you may purchase, which includes: participation in all of our local author nights (typically 2 per year), website link, website drop-down, face-out placement for 3 weeks, highlight mention in our newsletter, and one Facebook post, one Instagram post and one Tweet. The bonus marketing plan is \$75 annually.

Let's Play Books Bookstore Consignment Request Form

Date of request: _____

Author's Name: _____

Author's Address: _____

County*: _____

Telephone: _____

Email: _____

Title of book: _____

ISBN: _____ Publication Date: _____

Age range: _____ (Board-3, 4-8, middle grade 8-12, or YA 12+) or Adult

Retail price: _____

Please describe your plans to promote and market your book:

LPB Marketing plan - \$75.00 (one-year) _____

Copies of book submitted with request: _____ 1 _____ 2

I have read and understand the consignment guidelines (please initial): _____

*Must be an author living in the following counties: Lehigh, Carbon, Schuylkill, Berks, Montgomery, or Bucks.

Office Use Only:

\$25 administrative fee included (check will be held until consignment confirmed): _____

\$75.00 additional marketing plan: _____