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## Consignment Program

A Freethinker's Corner is proud to support local authors through our consignment program. Consignment allows us to carry and feature a wider variety of self-published titles than we could through traditional purchasing, and support local authors via greater exposure through our store, social media and website store.

- There is no fee for carrying your book
- For each consigned book, authors receive:
  1. Prominent display of the title(s) in a dedicated space for New England writers;
  2. A dedicated page in our "New England Writers" section of our website with your picture and biography, and a page with an image, book description and comment section for your book(s);
  3. Book signing opportunities, either as an individual or as part of a group.
- To be considered for our program, your book(s) must have the following:
  1. A printed and bound spine displaying the title and author name (no spiral binding, please);
  2. Paperback, hardback, board, or equivalent cover displaying the title and author name;
  3. A 13-digit International Standard Book Number (ISBN).
- Before we consider your book for consignment, we would like to look it over and give it a quick read. Due to limited shelf space, we cannot accept every book. Therefore, we need to make sure it will be a "good fit" in our store. Please bring in one (1) copy of your book, along with your contact information. Please allow us a few weeks to look over your book(s). We will contact you when we have finished.
- If we choose to carry your book, you will initially provide us with eight (8) copies (signed or unsigned), and fill out our consignment form. We will display your book(s) on our shelves and website for a period of six (6) months.
- **Throughout the consignment period (180 days)**, if books have sold, you will receive 60% of the retail value of the book per copy sold. *Please do not call the store to check on your books.* We will contact you when we need additional copies. A check will be issued within the first week of the month, for books sold in the previous month.
- At the end of the consignment period, we will evaluate the success of your book(s). If no books were sold, you must pick them up within 30 days or they become property of A Freethinker's Corner. If we decide to continue to carry your book, we will extend the consignment period for an additional 180 days, and then evaluate the

book(s) again when the additional period has expired. If we decide not to extend the consignment period, you must pick them up within 30 days or they become property of A Freethinker's Corner.

A Freethinker's Corner will do all we can to market your book(s). However, because we have numerous products to promote, we can only do so much. A lot is up to you. It is your book. Here are some tips on marketing your book(s):

- Encourage everyone you know – your family, friends, and other contacts – to purchase your book(s) at A Freethinker's Corner during your consignment period;
- Contact local media and other outreach channels to announce that your book(s) are available for purchase at A Freethinker's Corner;
- Send out press releases, review copies, and other promotional materials to generate interest.
- Get involved with book clubs, libraries, and other organizations relevant to your book(s) subject matter. The greatest success comes from a wide array of author-coordinated outreach programs.
- Add our information to your website, social media accounts, and any promotional materials.
- For further reading on how to market your book(s), go to [www.amarketingexpert.com/book-marketing-pro-tip-how-to-market-your-book-to-indie-bookstores](http://www.amarketingexpert.com/book-marketing-pro-tip-how-to-market-your-book-to-indie-bookstores)

(This program is subject to change at any time. Any changes will affect only new consignors.)

Updated 1/24/19