

Bookstore Guidelines

Categories:

- 1) Which book stores to approach.
- 2) Who to speak to in the store.
- 3) What to say and how you represent yourself.
- 4) What incentives you can offer in certain chains.

Book outlets to approach:

- 1) Barnes & Noble
- 2) Borders
- 3) College Booksellers (owned by Barnes & Noble)
- 4) Independent Bookstores (often supplied by New Leaf Distributing)
- 5) Religious Bookstores
- 6) Church Bookstores
- 7) Municipal Libraries, as well as University and College libraries.

BARNES & NOBLE

We are presently carried in about ½ of their stores. For the stores that don't have the Indexed Urantia Book in stock, we are in their system so they need only to go into their system and order them using the correct ISBN #.

To begin with, when you first go into any of the Barnes & Noble stores or any other stores for that matter, be sure to check yourself, if their stocking the UB, and who the publisher is. What you need to remember is that the Foundation printing is definitely different, needless to say the text is the same but that's where the similarity ends. First we have an extensive index that can't be matched plus in the back of every Uversa Press Indexed printing, we give away a **free** audio DVD of the entire book, of course the cover is also a factor to remember. Many, if not most of the store management, and that includes all the other chains you'll be visiting, might not be aware of the differences, it will be your job to clarify that difference, which breaks down to additional value to the store and its customers. Being aware of the ISBN # will help you identify the Uversa Press printing from the Foundations printing to whomever you're talking to.

There are several ways to deal with the stores that don't stock the Uversa Press Indexed UB. One way is to send friends or members of your community into the store and have them request a book, using the ISBN #. Another way is to talk to one of the floor managers and tell them that you're working for Uversa Press, the publisher of the only Indexed version of The Urantia Book, and would like to find out how we could help to get the Indexed Urantia Book

stocked in their store. You might even request to speak to the store (CRM) Community Relations Manager, and with the help of a few folks in your community who could speak on behalf of the Urantia Book, ask the CRM if you could book a particular time to actually set up a display in a side corner of the store and speak about the book, (From Jesus to the Cosmos). We've done that here in Colorado and would be happy to help you with signage, etc.

COLLEGE BOOKSELLERS

The College Booksellers chain is owned by Barnes & Noble, so like Barnes & Noble, we're already in their system. This chain may be owned by Barnes & Noble but they act very independently of B&N, we are in some of their stores but on the whole we're probably not in many. Your approach should be much as you've already read about how to approach Barnes & Noble. Again, be sure to us the ISBN # when enquiring.

BORDERS

Like The College Bookseller chain, we are in their system and some of the stores do stock The Urantia Book, but most don't, be sure to differentiate between Indexed version and The Foundations. Your best approach is to speak to a floor manager and after identifying yourself as working with Uversa Press, ask if you couldn't help them to decide to stock a book that already has sold more than 650,000 copies, plus having an Index as well as a free DVD, and don't forget, the UB has been translated into upwards of 11 different languages, after all, they are in the business of selling books.

INDEPENDENT BOOK STORES

Many, if not most of these stores get their books through New Leaf Distributing. We are in the New Leaf system. When approaching these stores always speak to either an owner or at least a store manager. If you're dealing with a small chain you should always try to go to the lead store, that's where the owners usually are and the deals will always be decided.

Now comes the potential for cutting some sort of a deal or incentive to stock the Urantia Book. These stores, many of which are small chains, as I've just mentioned, work in direct competition with the big boys, Barnes & Noble, etc. Their profit margins are usually very low, so they are often open to dealing. The best deal we've found so far is to offer them, if they were to bring in one book through New Leaf or who ever, you would give them one free book, so they would have two books in the store for double their usual profit. Another possible approach, if the store is a large one, would be to suggest that if they could stock the Indexed Urantia Book we would try to set up a study group in the store on a by weekly basis, which would bring in potential customers and might be of interest to shoppers. You never know? An additional perk to setting up a study group in a large independent book store is that curious shoppers can sit in,

that's called outreach, plus most of the big stores have coffee bars, etc. Never forget to emphasize the fact that the Indexed Uversa Press printing has real value to them besides the text alone.

RELIGIOUS BOOK STORES

These stores are a bit more difficult to approach due to the fact that most of them are Christian stores and will probably find The Urantia Book a little hard to take. It couldn't hurt to stop in and get the lay of the land, sometimes you could get a surprise. If they're somewhat open you can offer them the same deal that applies to the Independent stores. Don't forget to use the ISBN #.

CHURCH BOOKSTORES

Almost every religious denomination has book stores attached to their churches. You can probably forget the fundamentalist churches but lots of the other denominations will be open to stocking the Indexed printing of The Urantia Book. The ones that will be interested are Unity, most of the Bahai churches, many Catholic churches and the list goes on. Just use your imagination! If need be, deals would apply to them as well.

MUNICIPAL LIBRARIES

There should be at least one Urantia Book in every library, if there isn't give them one to place in there stacks.

Important Data in order to place UB books:

Uversa Press distributes all of our books, with the exception of the books that are hand carried into stores or libraries, through **BAKER & TAYLOR** and **NEW LEAF DISTRIBUTORS** *very important to know this.*

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If you need any help, I'm always available to answer questions about placement or how to get books sent to you for personal placement or for that matter anything else. Don't be bashful, this is very important work!

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