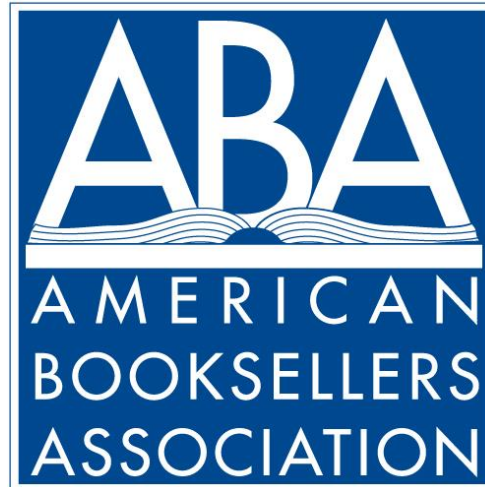


ABACUS and Pre-Orders: Two Programs You Can't Do Without





AMERICAN
BOOKSELLERS
ASSOCIATION

MEMBERSHIP

for BOOKSELLERS

for PUBLISHERS

EVENTS

ADVOCACY

BTW NEWS

ABOUT



THE INDEPENDENT BOOKSELLING COMMUNITY

2018 Indie Bestseller Lists

Welcome to the American Booksellers Association

Agenda and Welcome

- Why Are We Talking About Pre-Orders Today?
- Pre-Orders and the Life of the Book
- Spring-Summer Pre-order Titles
- ABACUS: What Can Pre-Orders Do For Your Bottom Line
- Update: Reporting Pre-Orders
- Marketing Tips
- New in 2019
- Next Steps

Why are we Talking
About Pre-Orders Today?

**LET'S
TALK
PREORDERS!**

A yellow icon of a notepad with a pencil, positioned to the right of the word 'TALK' in the circular graphic.

SALES



Pre-Order Sales
and
The Life of The Book

Pre-Order sales are **significant** in the life of a book...

3% - 30%

Pre-Order Task Force Data



Pre-Order Task Force

BookPeople (Austin, TX)

Books Inc. (Multiple Northern California Locations)

Bookshop Santa Cruz (Santa Cruz, CA)

Bookworm of Edwards (Edwards, CO)

Cellar Door Books (Riverside, CA)

Devaney, Doak & Garrett (Farmington, ME)

DIESEL, A Bookstore (Brentwood, CA)

Flyleaf Books (Chapel Hill, NC)

Green Apple Books (San Francisco, CA)

Harvard Bookstore (Cambridge, MA)

The Learned Owl Book Shop (Hudson, OH)

Liberty Bay Books (Poulsbo, WA; Bremerton, WA)

Northshire Bookstore (Manchester Center, VT; Saratoga Springs, NY)

Page 158 (Wake Forest, NC)

Penguin Bookstore (Sewickley, PA)

Porter Square Books (Cambridge, MA)

Quail Ridge Books (Raleigh, NC)

Red Balloon Bookshop (St. Paul, MN)

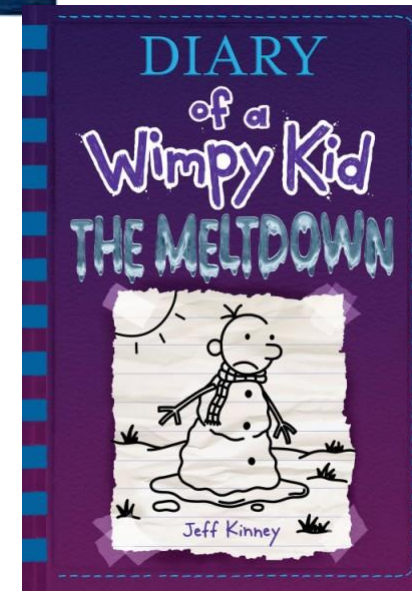
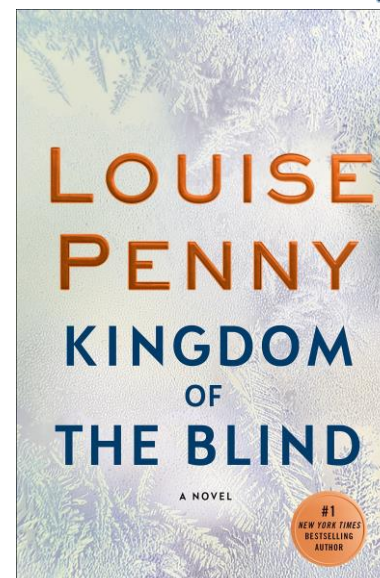
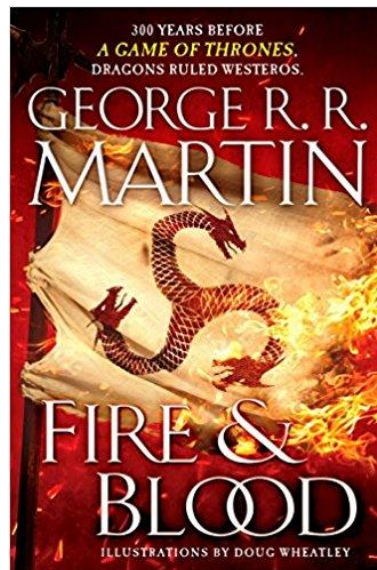
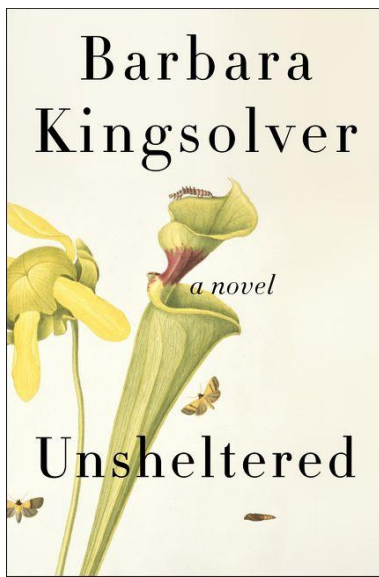
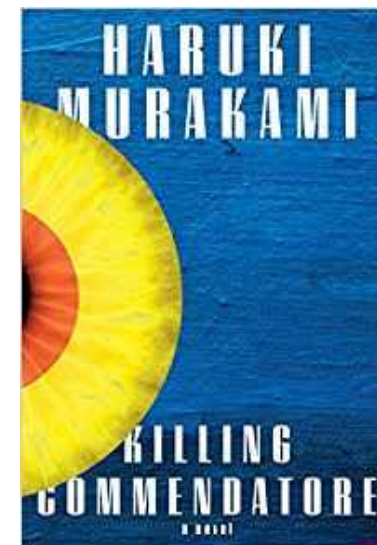
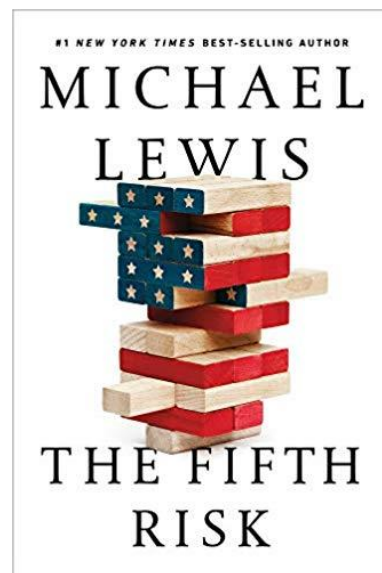
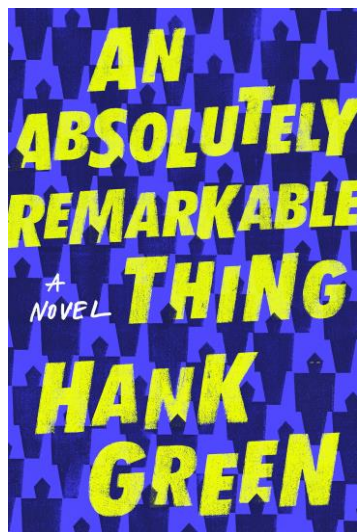
Schuler Books and Music (Grand Rapids, MI)

Third Place Books (Lake Forest Park, WA; Ravenna, WA; Seward Park, WA)

Watermark Books & Café (Wichita, KS)

WORD (Brooklyn, NY; Jersey City, NJ)

Pre-order Campaign Test Titles





Our preorders grew exponentially after we started promoting them BUT, with the exception of the author-led promotions, we did not see big spikes in preorders for the specific titles we promoted.

Rather, **we saw a huge growth in preorders in general** as we used the specific titles to promote the fact that we do preorders.

-Josh Cook, Porter Square Books (Cambridge, MA)

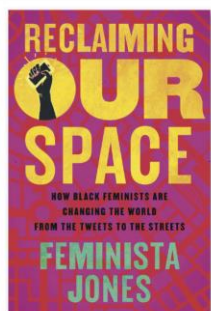


Pre-Orders Make a 2019 Title a Houston Indie's 2018 Bestseller

By Ed Nawotka – Jan 04, 2019

Looking over his end-of-year numbers, Ben Rybeck, manager of Brazos Bookstore in Houston saw something unusual. The Bookstore's **bestselling fiction title of 2018 won't actually be published until later this year, 2019. Thanks to pre-orders**, the designation goes to Mike Freedman's *King of the Mississippi* (Hogarth), which the bookstore has **sold more than 300 copies** of, and **isn't due to hit shelves until July**.

JANUARY 2019



PRE-ORDER FROM US!

Reclaiming Our Space
by Feminista Jones
Beacon Press, \$14.95

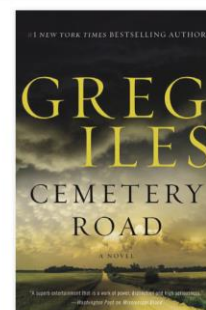
On sale 1/29/19

*And get a free
laptop sticker!*



Stickers while supplies last

FEBRUARY 2019



PRE-ORDER FROM US!

Cemetery Road
by Greg Iles
William Morrow, \$28.99

On sale 3/5/19

*And get a
signed copy!*

Order now — supplies are limited



PRE-ORDER FROM US!

Special signed copy of Angie Thomas' new book

On the Come Up
Balzer + Bray, \$18.99

On sale 2/5/19

*And get a free
pop-up card!*



Signed copies and cards while supplies last

APRIL 2019



PRE-ORDER FROM US!

The Guest Book
by Sarah Blake
Flatiron Books, \$27.99

On sale 5/7/19



*And get a
free tote
bag with
pre-order!*

Tote bags while supplies last

ABA Book Alert

bookalert@bookweb.org



Pre-Order Calendar

Pre-orders are becoming an increasingly important way in which books are now sold and marketed, and indie bookstores can and should take part in this growing business. Heavily influenced by television and social media, the months before a title's publication are critical, and pre-orders are a growing component of a book's ultimate sales. By working with publishers to take full advantage of pre-order opportunities, indie bookstores can avoid lost sales, lost PR, and lost market share.

Below are some suggested titles that may have good pre-order potential and/or have added value to entice customers to pre-order from their local indie. The list will be updated on a regular basis. **When available, titles will link to a page with downloadable digital assets.** The list is also available as an Excel Download at the bottom of the page, as well as ABA-created "Keep It Local" Pre-Order Shelftalkers.

Booksellers and publishers are welcome to send pre-order suggestions for this list to preorders@bookweb.org. Publishers should also attach any digital marketing assets available for booksellers to use. ABA has final approval over which titles are included on this list.

APRIL 2019

- On Sale 4/2/2019:

- **Defy Me by Tahereh Mafi** (HarperCollins, 9780062676399, Hardcover, \$18.99) Added Value: 8-copy signed carton (\$151.92, 9780062895493); available while supplies last; to receive by the on sale date, place order by 3/11/19.
- **Greystone Secrets #1: The Strangers by Margaret Peterson Haddix, Anne Lambelet (Illus.)** (Katherine Tegen Books, 9780062838377, Hardcover, \$17.99) Added Value: 6-copy signed carton (\$107.94, 9780062892041); available while supplies last; to receive by the on sale date, place order by 3/11/19.

- On Sale 4/9/2019:

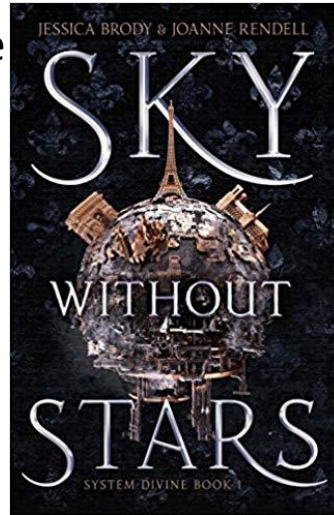
- **If I Had Two Lives by Abigail N. Rosewood** (Europa Editions, 9781609455217, Paperback original, \$18.00) Added Value: 26-copy signed carton; must order by carton, minimum order is 1 carton, max is 2; first come, first served; order deadline is 3/1/19.

- On Sale 4/16/2019:

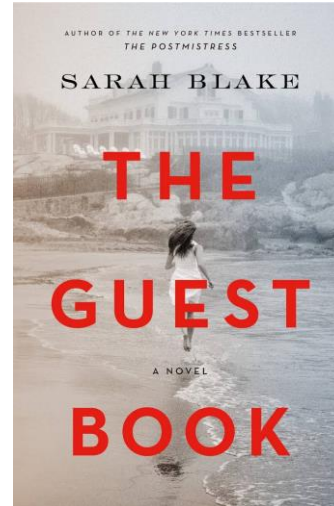
- **The Mister by E.L. James** (Vintage, 9781984898326, Paperback, \$16.95)

Pre-order Titles for Spring/Summer 2019:

On Sale
3/26



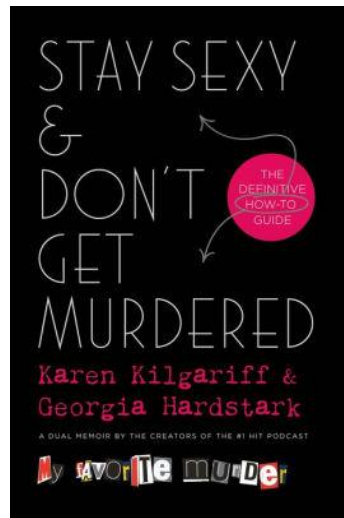
On Sale
5/7



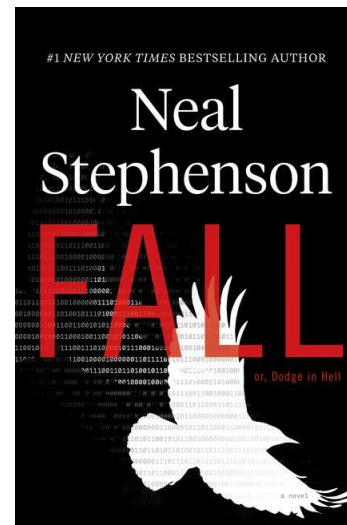
On Sale
5/14



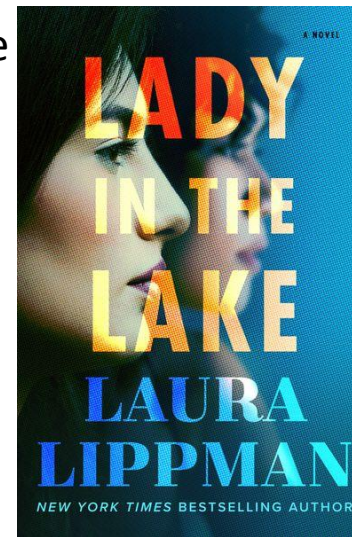
On Sale
5/28



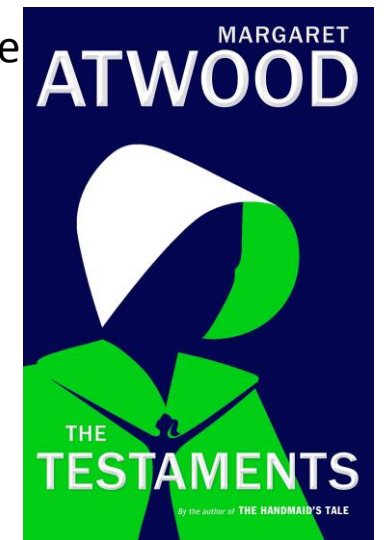
On Sale
6/4



On Sale
7/3



On Sale
9/10



One Authors Pre-Order Story...

← → ↺ <https://twitter.com/yashar/status/1102325914115792897?s=12>

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SAVING
WILD LIVES TODAY
SECURING HABITATS FOR
THE FUTURE

www.sheldrickwildlifetrust.org

JAMES MORGAN



Yashar Ali 
@yashar

New York Magazine/HuffPost Email:
currentyashar@gmail.com Direct Messages
Open. Text/Call/Signal/Confide/WhatsApp:
310-795-2497 - I started a towel meme

📍 New York, NY

[Instagram.com/currentyashar](https://www.instagram.com/currentyashar)

📅 Joined January 2008

Yashar Ali 
@yashar

Follow

1. Important! If you want to support an author, please do not wait for their book release day/week/month to buy their book. In publishing, pre-orders are critical! Pre-orders can make or break a book, so if you want to show your support here's why you should pre-order..(cont)

1:52 PM - 3 Mar 2019

2,095 Retweets 6,232 Likes



💬 179 🔄 2.1K ❤️ 6.2K

Yashar Ali 
@yashar · 19h

2. First, with respect to bestseller lists (NYT bestseller list being the most important) all the pre-order sales are counted as part of the first weeks sales. Getting on the bestseller lists launch week brings more attention and increased sales to books.

💬 6 🔄 74 ❤️ 756

Yashar Ali 
@yashar · 19h

3. Landing on the bestseller list (especially for a first time author) can be a game changer. More book deals, speaking opportunities, and increased media visibility can offer stability to an author who is used to living paycheck-to-paycheck.

💬 3 🔄 65 ❤️ 666

Yashar Ali 
@yashar · 19h

4. Let's say an author's book goes up for pre-order seven months before launch date. That gives the author seven months to build up enough sales to qualify for a bestsellers list. And here's another reason why pre-orders are important and can lead to success

💬 2 🔄 57 ❤️ 583

Yashar Ali 
@yashar · 19h

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Yashar Ali 
@yashar

New York Magazine/HuffPost Email:
currentyashar@gmail.com Direct Messages
Open. Text/Call/Signal/Confide/WhatsApp:
310-795-2497 - I started a towel meme

📍 New York, NY

🌐 [instagram.com/currentyashar](https://www.instagram.com/currentyashar)

📅 Joined January 2008

 6. And there are other metrics, like getting a book into the Amazon top 100 when its still in pre-order phase. Again, publishers and booksellers take note of that achievement and I know TV bookers/producers that pay close attention to the Amazon top 100.

💬 5 🔄 51 ❤️ 538

 **Yashar Ali** 
@yashar

Follow

7. This is a long-winded way of saying that if you want to support someone, pre-order their book. It can have a big impact on the success of their book launch. Pre-ordering is particularly important if the author is a woman, a POC, and/or LGBTQ!

Now, please go pre-order a book!

1:52 PM - 3 Mar 2019

175 Retweets 1,179 Likes



💬 69 🔄 175 ❤️ 1.2K

 **Steve Revelation** @RevelationSteve · 19h

Replying to @yashar

Because of this I finally got around to pre ordering @PreetBharara's book. Thanks

💬 1 🔄 2 ❤️ 36

 **Yashar Ali**  @yashar · 19h

it's quite good. I read it last month.

💬 4 🔄 3 ❤️ 75

1 more reply

 **Doug Mack**  @douglasmack · 19h

Replying to @yashar

...and if you forget to pre-order, then **for sure** get it in the first week it's in the stores, while it's still building momentum and aiming for best-seller lists.

🔍 Have an account? Log in+



But what can pre-orders do for your bottom line...

Let's Talk About ABACUS!



ABACUS

ABACUS is a benchmarking tool to help booksellers measure profitability against other stores and to analyze opportunities for improvement.

Average Net Sales	100.0%	\$1,218,151
<i>New Book Sales</i>	74.7%	\$909,593
<i>Used Book Sales</i>	6.0%	\$73,089
<i>Remainder Book Sales</i>	1.0%	\$12,181
<i>Non-Book Sales</i>	18.4%	\$223,531
Cost of Goods Sold	53.2%	\$648,300
Gross Margin	46.8%	\$569,851
<i>Owner Compensation</i>	4.4%	\$53,842
<i>Wages/Salaries of Employees</i>	16.2%	\$197,584
<i>Payroll Taxes</i>	2.0%	\$24,850
<i>Employee Benefits</i>	0.9%	\$10,720
<i>Payroll Service Cost(s)</i>	0.3%	\$3,411
<i>Other Payroll Expenses</i>	0.1%	\$975
Total Payroll	23.9%	\$291,260
<i>Rent or Rent Value</i>	8.9%	\$108,172
<i>Repairs and Maintenance</i>	0.6%	\$7,431
<i>Utilities</i>	1.0%	\$11,694
<i>Other Occupancy Expenses</i>	0.2%	\$1,827
Total Occupancy	10.6%	\$129,246
<i>Advertising and Promotions</i>	1.4%	\$16,445
<i>Telecommunications</i>	0.7%	\$8,892
<i>Professional Services</i>	0.9%	\$10,963
<i>Office Expenses</i>	1.2%	\$15,105
<i>Depreciation and Amortization</i>	0.8%	\$9,745
<i>Travel and Entertainment</i>	0.7%	\$8,283
<i>Business Insurance</i>	0.7%	\$8,771
<i>Interest Expense</i>	0.5%	\$5,603
<i>Credit Card Service Charges</i>	2.1%	\$24,972
<i>Dues and Subscriptions</i>	0.4%	\$5,238
<i>Freight Out</i>	0.8%	\$9,502
<i>Miscellaneous Taxes</i>	0.3%	\$3,167
<i>Web Expenses</i>	0.3%	\$3,898
<i>Data Processing Expenses</i>	0.3%	\$4,020
<i>All Other Operating Expenses</i>	1.1%	\$13,765
Total Operations	12.2%	\$148,371
Total Expenses	46.7%	\$568,876
Net Operating Profit	0.1%	\$1,096
<i>Other Income</i>	0.9%	\$10,476
<i>Other Expenses</i>	0.1%	\$1,462
Net Income Before Taxes	0.8%	\$9,989

Key Drivers for
Bookstore
Success

TOP ABACUS LINES:

- Cost of Goods Sold (COGS)
- Gross Margin
- Total Payroll
- Total Occupancy
- Total Operation Costs

ABACUS – 17:

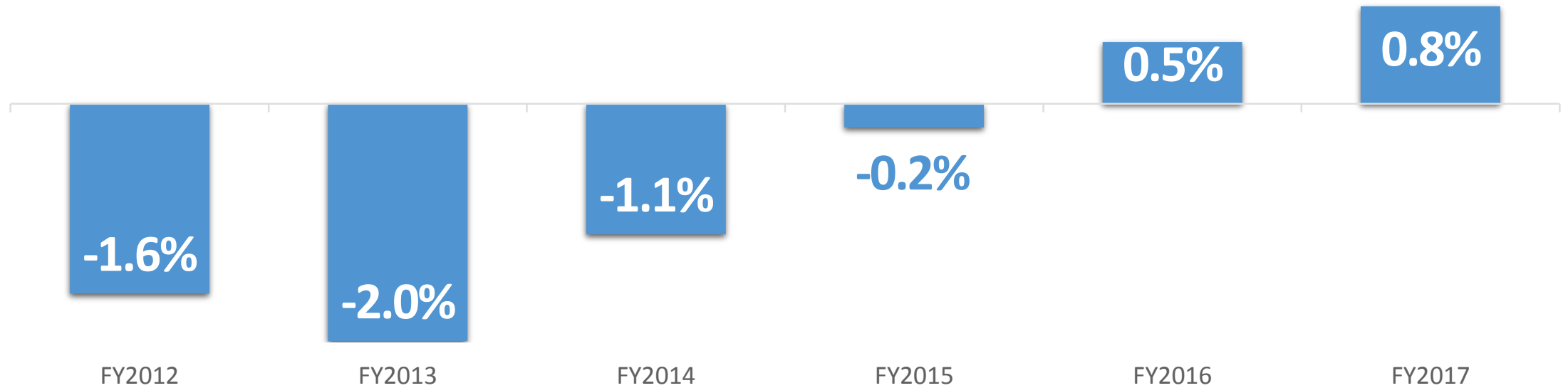
Key Drivers to Bookstore Success

(All Respondents)

Average Net Sales	100.0%	\$1,218,151
New Book Sales	74.7%	\$909,593
Used Book Sales	6.0%	\$73,089
Non-Book Sales	18.4%	\$223,531
Online Sales	1.1%	\$1,3400
Cost of Goods Sold	53.2%	\$648,300
Gross Margin	46.8%	\$569,851
Total Payroll	23.9%	\$291,260
Total Occupancy	10.6%	\$129,246
Total Operations	12.2%	\$148,371
Net Income Before Taxes	0.8%	\$9,989

ABACUS HIGHLIGHTS

NET INCOME BEFORE TAXES (ALL RESPONDENTS)

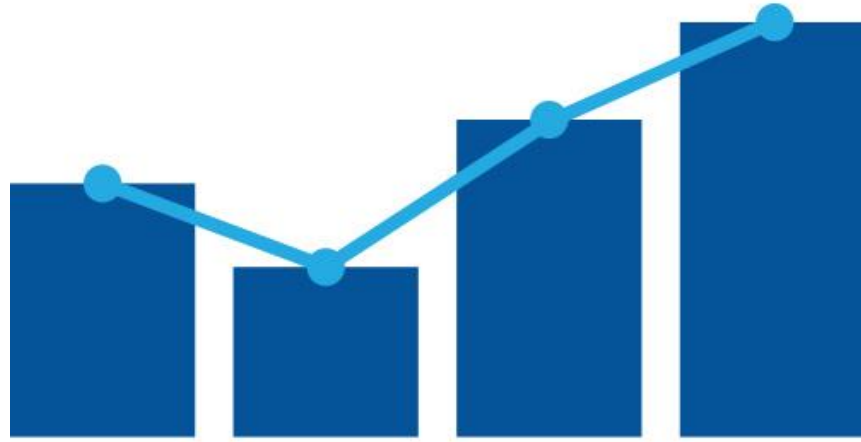


ABACUS HIGHLIGHTS

Ranked by Net Income	Bottom Third	Middle Third	Top Third
Average Cost of Goods	55.3%	54.6%	49.8%
Average Payroll	27.0%	24.2%	20.6%
Average Occupancy	12.1%	9.6%	10.1%
Average Operations	14.6%	10.8%	11.2%
Average Net Income	-7.7%	1.4%	8.8%

New Titles Per Year	800	800
% Pre-Orders	2%	2%
Pre-Order Campaigns per Year	16	16
Sales Per Campaign	8	15
Units Sold	128	240
Average Sales Price	\$20	\$20
Gross Margin %	46.8%	46.8%
Gross Sales	\$2,560	\$4,800
Gross Margin	\$1,198	\$2,246
Median Sales	\$535,922.00	\$800,000.00

Pre-Order
Campaign
Assumptions



SALES REPORTING

Update:
Reporting Pre-Orders



Bookseller suggested tips for reporting on the on-sale date now on BookWeb.org:

Includes tips on capturing and reporting pre-order sales using the following POS vendors:

- Anthology
- Basil
- Booklog
- IBID/ie
- iMerchant
- Wordstock

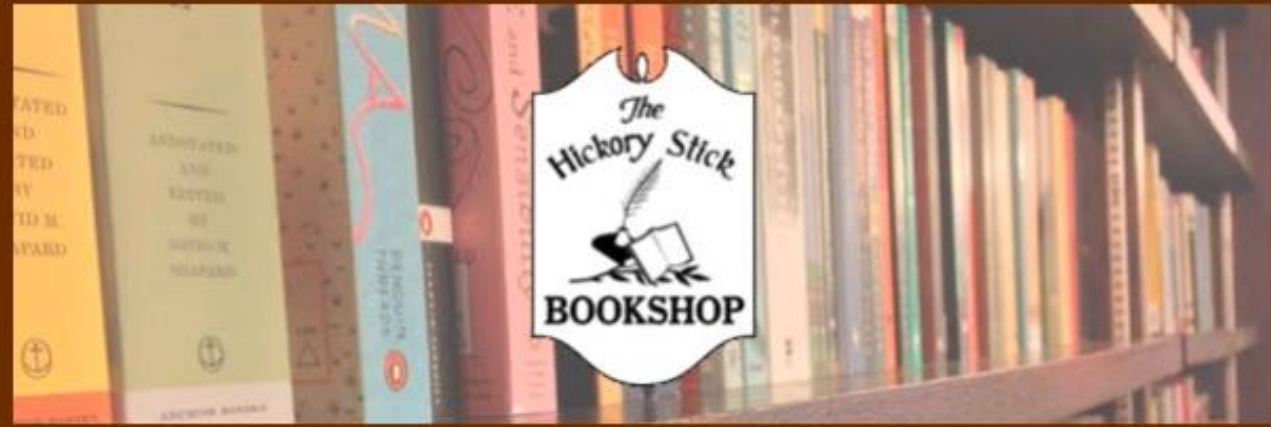
**The
New York
Times**

Tips for Online Marketing



Newsletter Placement...

February 29th, 2019

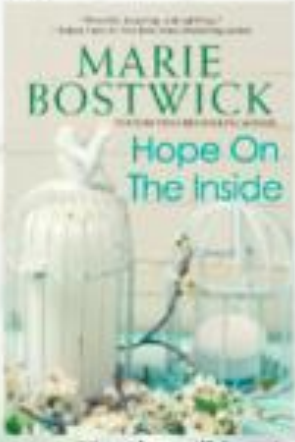


Now Taking Pre-Orders!

You're invited to a Virtual Launch Party
with
MARIE BOSTWICK
& THE HICKORY STICK BOOKSHOP

Pre-order your copy of *Hope On the Inside* through
The Hickory Stick Bookshop to receive a signed book with an
Exclusive Party Favor from Marie!

*Books will be signed during her visit on Saturday, March 30th and shipped immediately following her event.





Washington Depot's
independent bookshop for
over 60 years!



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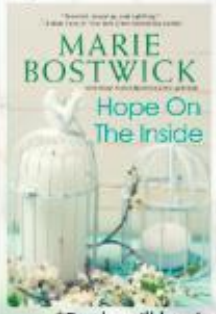
Hope on the Inside (Paperback)

Now taking pre-orders!!

You're invited to a *Virtual Launch Party*
with
MARIE BOSTWICK
& THE HICKORY STICK BOOKSHOP

Pre-order your copy of *Hope On the Inside* through
The Hickory Stick Bookshop to receive a signed book with an
Exclusive Party Favor from Mariel*

*Books will be signed during her visit on Saturday, March 30th and shipped immediately following her event.



By Marie Bostwick

\$15.95

Add to Cart

Add to Wish List

shopping cart

0 Items

Total: \$0.00

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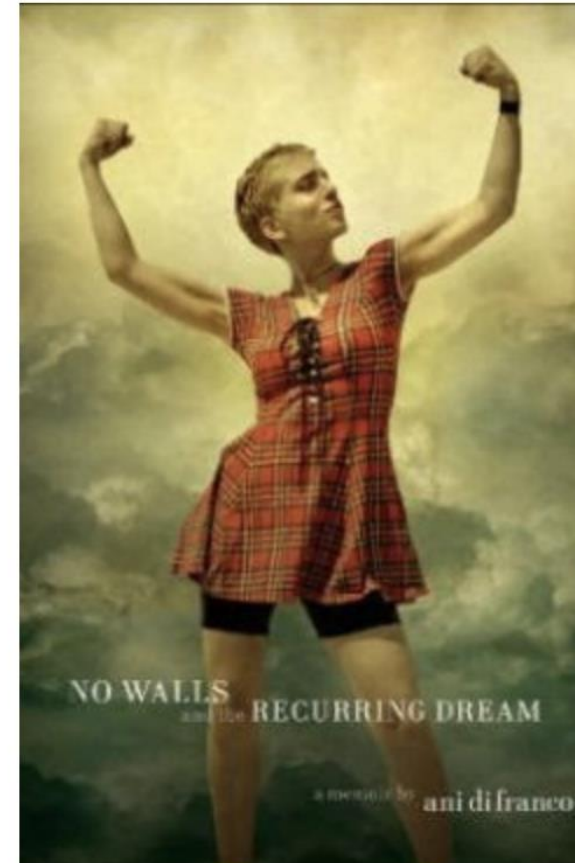
now taking pre-orders!

...with links
to website

yes, we can preorder that!



SMALL BUT POWERFUL SINCE 2011



Click the book cover to preorder!

"The Grammy-winning [Ani DiFranco] recounts the eventful story of her life as a musician and feminist political activist...Interspersed throughout with feminist/political musings and anecdotes...DiFranco's tale celebrates both independent music and an unconventional life daringly lived. A refreshingly frank and free-spirited memoir from a feminist icon." —*Kirkus*

Reviews

Social Media Posts

With Clear Links To Website and Purchasing Options

 **LIBERTY BAY BOOKS**
@LIBERTYBAYBOOKS Follow

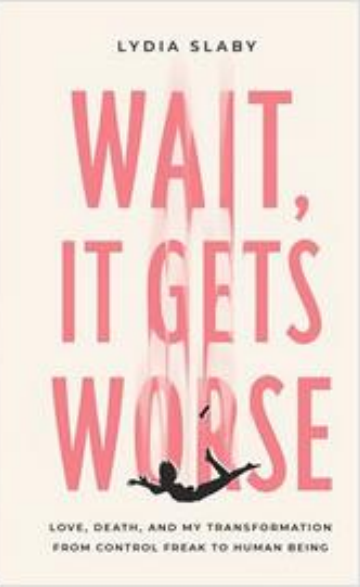
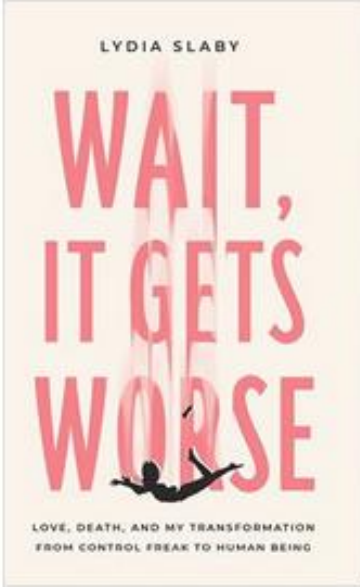
You know you can pre order this new book from us instead of A!!
[.libertybaybooks.com/book/978150119....](https://libertybaybooks.com/book/978150119....) On sale 5/14/19. Check out our prices online.
[#shopindiebookstores](#) We appreciate you shopping w/us. [@SimonBooks](#) [@ABABook](#)



9:24 AM - 12 Mar 2019

 **Oblong Books & Music - Rhinebeck** shared an event. 12 hrs ·

We're so excited to be Lydia Slaby for her fabulous new memoir **WAIT, IT GETS WORSE** in Rhinebeck on March 19.
RSVP + order signed copies: bit.ly/2tEVNHs



TUE, MAR 19 AT 6 PM
Lydia Slaby - "Wait, It Gets Worse"
Oblong Books & Music - Rhinebeck · Rhinebeck,...

★ Interested

Tickets available · Literature · 37 people



Books Inc. @BooksIncEvents · 1h

#SkyWithoutStars by @JessicaBrody & @Joannerendell hits shelves on March 26th! #PREORDER your copy today to receive not only an AWESOME book, but also snag this STELLAR gift pack with limited edition goodies! #SystemDivine

Order booksinc.net/book/978153441...



NYM Book Club. Simon & Schuster and Riveted by Simon Teen

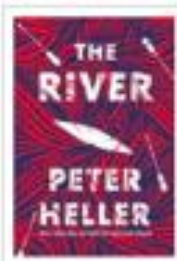
Highlight Pre-Orders With A Discount Offer

[Home](#) » [March 2019 Pre-Orders](#)

March 2019 Pre-Orders



Save 10% on these eight titles when you pre-order before their on-sale date.



The River: A novel (Hardcover)

By [Peter Heller](#)

\$23.36

ISBN: 9780525521877

Availability: Coming Soon - Available for Pre-Order Now

Published: Knopf - March 5th, 2019

[Add to Cart](#)

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Pre-order Now!

Beat the Crowd
PRE-ORDER & SAVE
10% Off



Highlight Pre-Orders With A Party!

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title, author, keyword or ISBN

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EVENTS

ARTICLES

KIDS

ABOUT

HOME » EVENT » PRE-ORDER PARTY FOR LOT: STORIES BY BRYAN WASHINGTON

EVENTS AT BRAZOS BOOKSTORE: A FEW THINGS TO REMEMBER

» Reserve your book online at least 24 hours in advance. Call 713-523-0701 to reserve books on the day of the signing.

» Please buy books to-be-signed directly from us.

» Get here early because parking in our lot is limited. There is abundant street parking nearby.

Pre-Order Party for Lot: Stories by Bryan Washington

START: Saturday, March 9, 2019 - 1:00pm

LOCATION: 2421 Bissonnet St Houston, TX 77005

For most people, March means the beginning of spring. For us, March means Bryan Washington month! We are so excited to welcome Houston author Bryan Washington's new book into the world. LOT publishes on March 19, 2019 from Riverhead Books. We think this is the book that will finally give Houston its time in the spotlight, and we can't wait to share it with the world. Therefore, a launch party on 3/19 is simply not enough.

Come party with us the afternoon of Saturday, March 9 to celebrate the upcoming release date and all things Houston. We will have tacos, free drinks, music, and a beautiful window mural celebrating Bryan's book (executed artfully by Alicia Cotto). We will also be going full-speed on our pre-order campaign. Swing by and put your name on a copy to guarantee one will be waiting for you on release day!

Plus, we'll be raffling off a signed copy of LOT and a LOT promo poster! Buy as many \$3 raffle tickets as you want, and

Use Large Cover Images

BOOKENDS & BEGINNINGS

Title, author or keyword...



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MEMBERSHIP

Our evening event with Chicago Tribune theater critic Chris Jones has been rescheduled for Feb. 26.

You can view our most recent newsletter by clicking [here](#) or the image below!

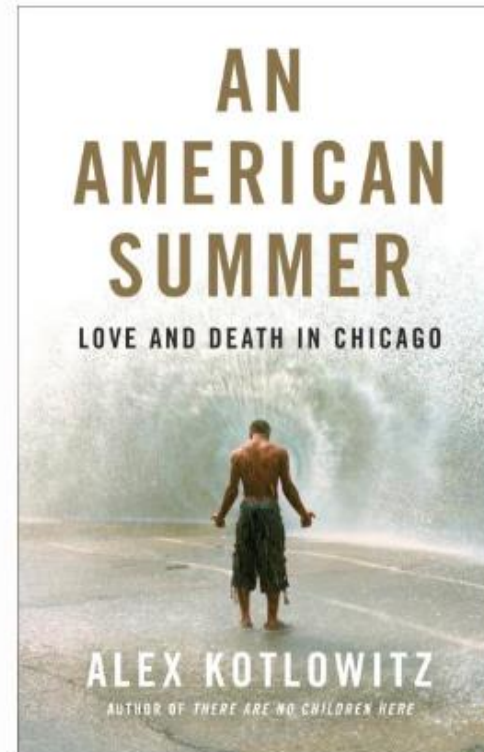


Watch the NBC 5 News segment on independent bookstores and publishing we were featured in, [here](#)!



PRE-ORDER

You can pre-order any book at the store up to 4 months in advance. These are upcoming books we recommend! Keep it local!



"An American Summer" by Alex Kotlowitz Will be Published

3/5/2019

Bookends & Beginnings
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23 hours ago

Whether you need a card for a birthday, an anniversary, a new baby, or just because, we've got plenty to choose from! Stop in today and pick up a card to brighten someone's day! We're

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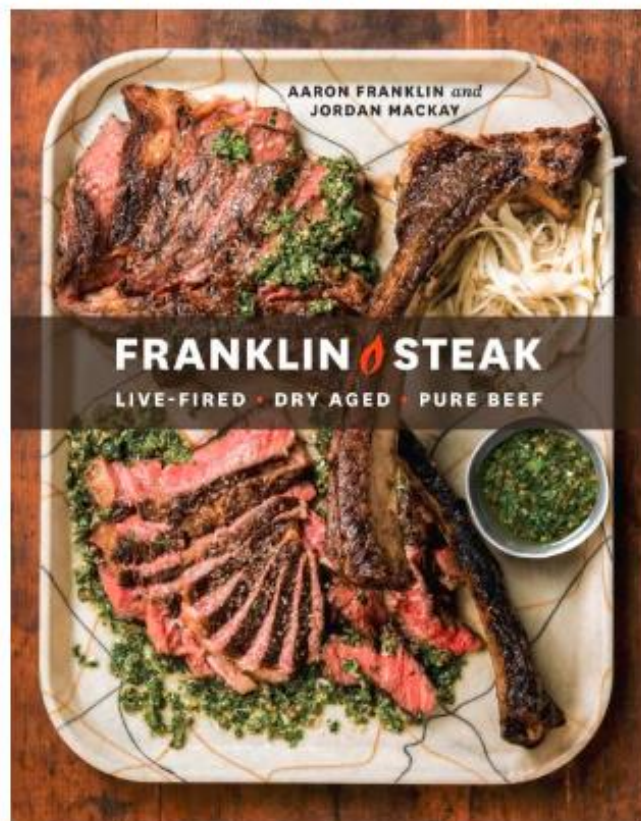
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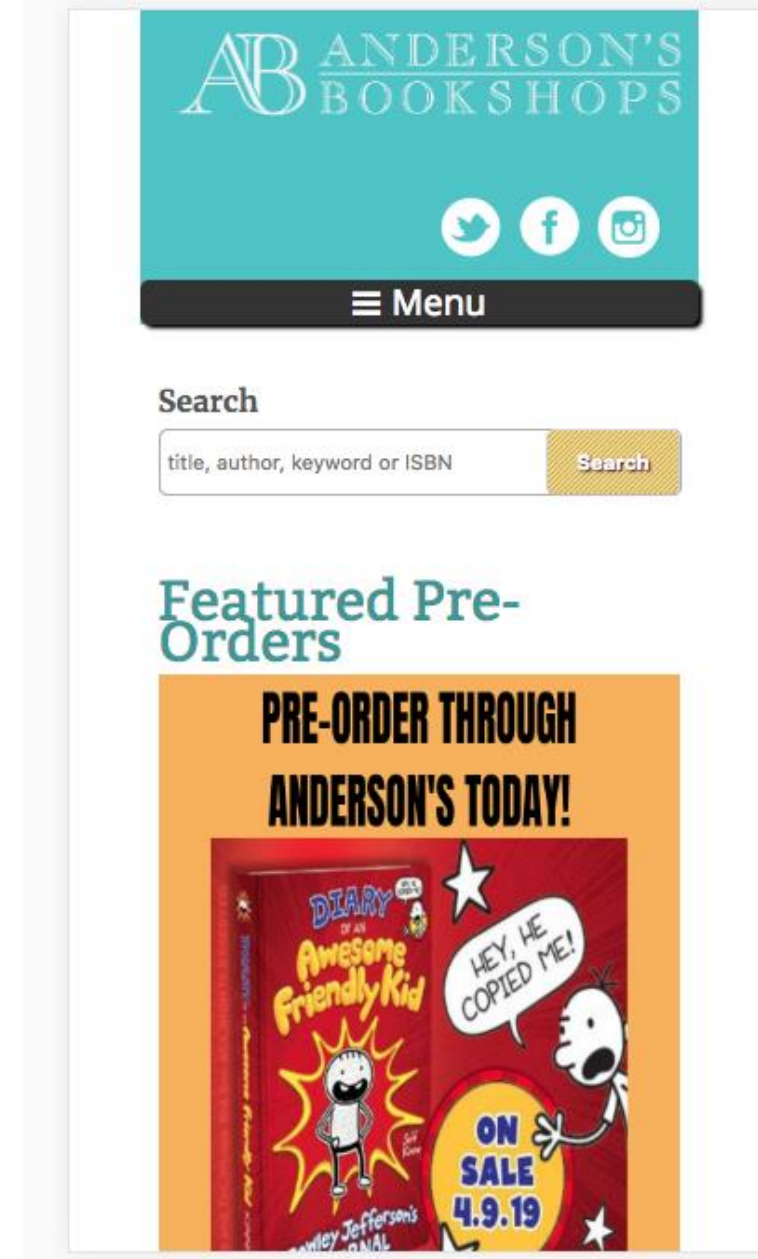
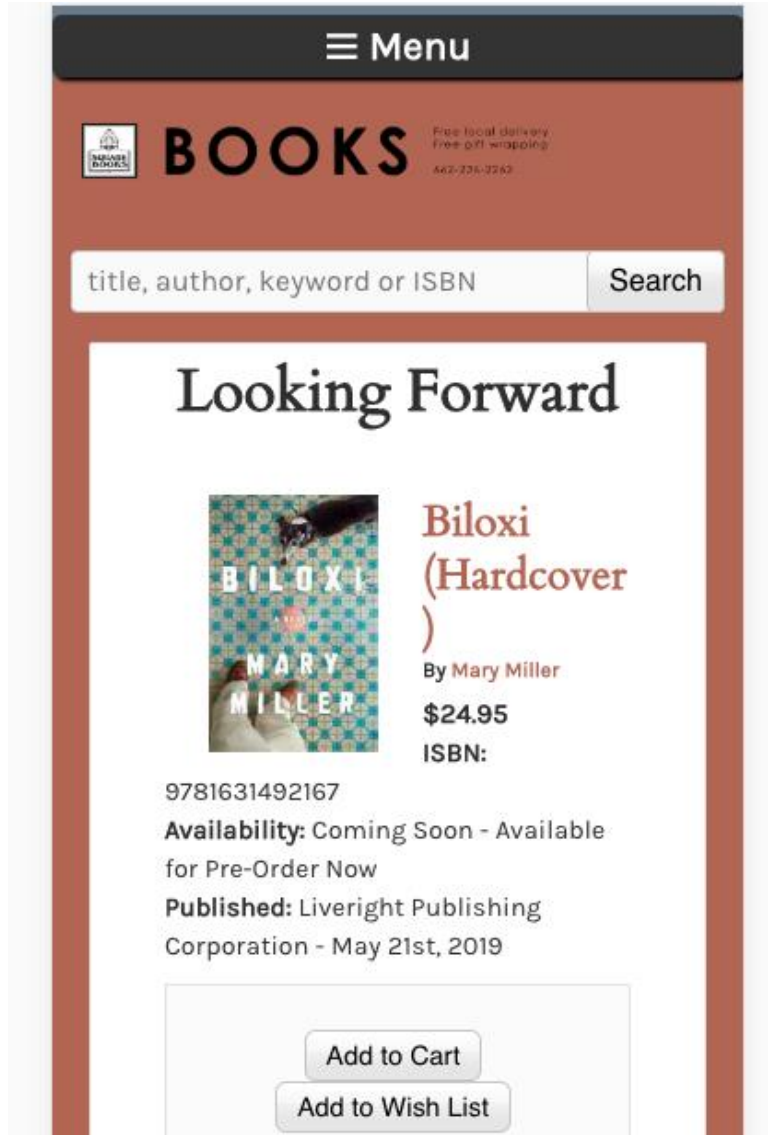
Signed books are available exclusively through BookPeople and will begin shipping on April 9, 2019, or may be picked up at BookPeople.

 **SHOPPING CART** ▾

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Total: \$0.00

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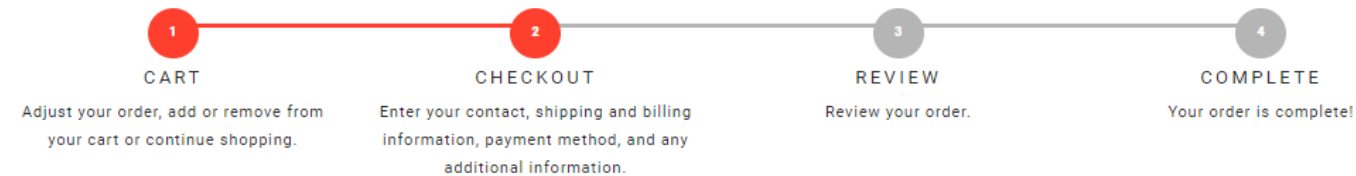
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Qty	Products	Price
1 x	Unsheltered: A Novel	\$29.99
		Subtotal: \$29.99

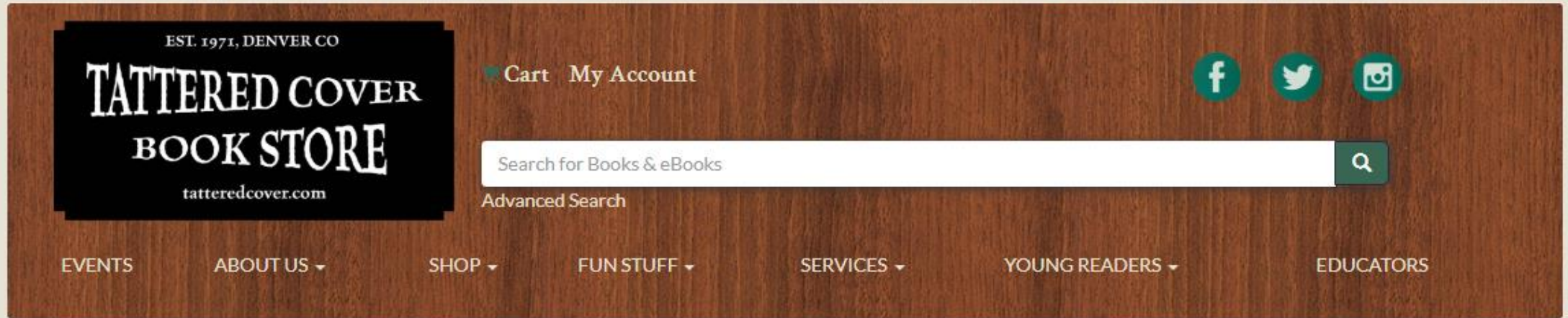
▼ Customer information

Enter a valid email address for this order or [click here](#) to login with an existing account and return to checkout.

E-mail address *

Confirm e-mail address *

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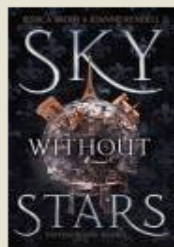


Pre-order Sky Without Stars



Pre-order **Sky Without Stars** before March 26, 2019 to receive the following:

- A limited edition two-sided 12"x16" poster featuring the ONLY available colored version of the book's world map (the book contains a black and white version of this map)
- A Sky Without Stars branded bookplate, signed by both authors
- A Sky Without Stars branded postcard
- A Sky Without Stars branded bookmark



Sky Without Stars (System Divine #1) (Hardcover)

By Jessica Brody, Joanne Rendell

\$19.99

ISBN: 9781534410633

Availability: Coming Soon - Available for Pre-Order Now

Published: Simon Pulse - March 26th, 2019

+ Add to Cart

+ Add to Wish List



Pre-Orders

Below are some upcoming books, many of which have great **pre-order** & **swag** campaigns.

To enter a pre-order campaign and receive swag all you have to do is:

1. Order your book through Mysterious Galaxy
2. Take a screenshot of your receipt
3. Submit it to the provided links below

--- For a complete list of signed books you can pre-order click [here](#) ---

--- For a complete list of upcoming books we'll be getting into the store click [here](#) ---



Broken Throne: A Red Queen Collection (Hardcover)

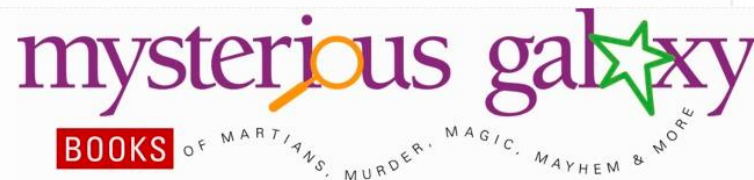
By Victoria Aveyard

\$19.99

ISBN: 9780062423023

Availability: Coming Soon - Available for Pre-Order Now

Published: HarperTeen - May 7th, 2019





Store Hours:

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Thursday: 9 am - 6:30 pm
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- 4th of July
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About the Book

King Arthur as you've never imagined! This bold, sizzling YA retells the popular legend with the Once and Future King as a teenage girl -- and she has a universe to save.

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Upcoming Events

- [Classics Book Club: Go Tell it On the Mountain](#)
03/04/2019 - 7:00pm
- [Customer Appreciation Party! w/ Authors Bill Schubart & Andrea Chesman](#)
03/08/2019 - 5:00pm to 8:00pm
- [Not-Just-Fiction Book Club: Friday Black](#)
03/13/2019 - 7:00pm

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The best way to show your love for a book that's not out yet is to order it in advance! While we can preorder pretty much anything for you, we also like to highlight upcoming releases that we can get signed for you. Some even come with swag like bookplates, pins, and posters, so click on a title below for more details.

Seventh Grade vs. The Galaxy

What My Mother and I Don't Talk About



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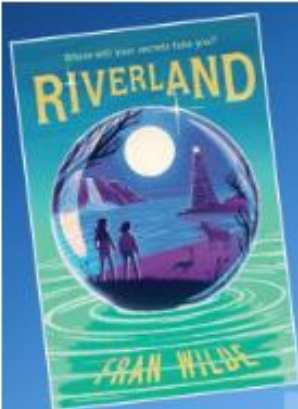


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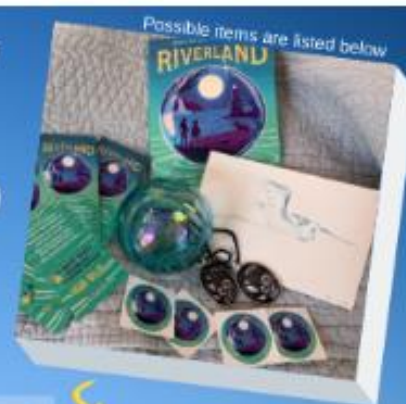


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Upcoming Events

- [Author event with Kate Quinn author of The Huntress](#)
03/04/2019 - 6:30pm
- [Author event with Jolina Petersham author of How the Light Gets In](#)
03/05/2019 - 6:30pm
- [YA author event with Victoria Lee, Ashley Poston, and Kaitlyn Sage Patterson](#)
03/06/2019 - 6:30pm

Pre-Order Signed Editions

Can't make it to one of our upcoming author events? You can pre-order a signed book here! This page contains a list of books by authors who will be visiting the store in the upcoming weeks. **When ordering a book on this list, it is important to put "Signed Copy" in the order comments, or your order may be fulfilled with an unsigned copy.**

Were you looking for a signed copy of a book that's already been released? [You can find those here.](#) Were you looking for signed books by Ann Patchett? [We have those too!](#)



Bowlaway: A Novel (Hardcover)

By [Elizabeth McCracken](#)

\$27.99

ISBN: 9780062862853

Availability: On Our Shelves Now

Published: Ecco - February 5th, 2019

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Pre-Order NoVa Teen Books!

Books to be picked up will be available at the pre-order table at the event on March 30, but they will not be signed. All books that are not picked up will be available to pickup at the store following the event.

Orders to be shipped will be signed on March 30 and shipped out the following week. Please allow 7-10 days for packing and shipping. We appreciate your patience!



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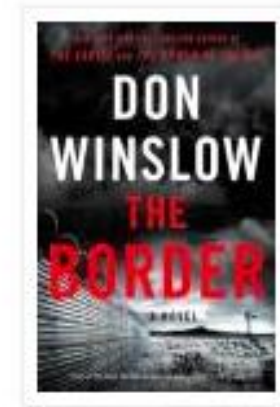
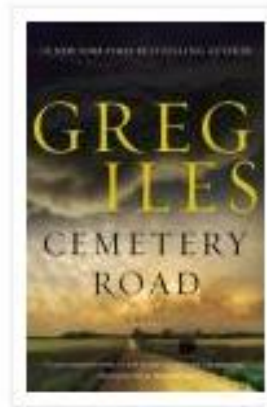
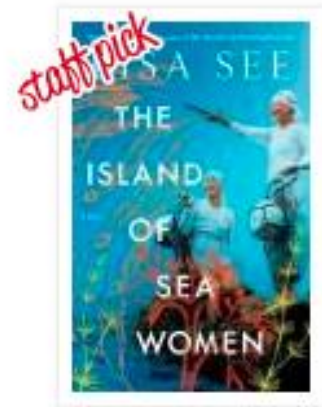
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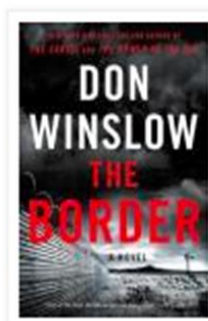
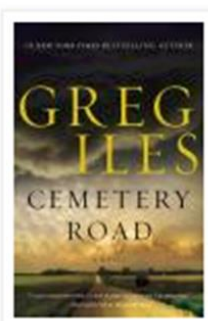
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[Home](#) » [The Handmaid's Tale \(Graphic Novel\): A Novel \(Hardcover\)](#)

The Handmaid's Tale (Graphic Novel): A Novel (Hardcover)

By Margaret Atwood

\$22.95



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Description

An instant classic when it was published in 1985, Atwood's genre-bending, dystopian story comes to life in this new, beautifully illustrated graphic novel.

Margaret Atwood's best-loved novel has taken the world by storm again. Riding high on bestseller lists for months and the basis for Hulu's Emmy and Golden Globe Award-winning smash hit series, *The Handmaid's Tale* is everywhere--and it's primed for a stunning new graphic novel adaptation. The story is iconic: In the Republic of Gilead, a Handmaid named Offred lives in the home of the Commander, to the purpose that she become pregnant with his child. Stripped of her most basic freedoms (gender, appearance,

Keep In Mind...

If you usually charge a customer for a pre-order title at the time of purchase, make that clear on the Store Policy page.

If you have ARCs for pre-orders, add staff reviews to your website

Create special order statuses for pre-orders. This will help with reporting.

In-Store Marketing Tips



Common Good Book Recommendations

Beautiful Lives

by J.K. Rowling

Beautiful Lives

by J.K. Rowling

Set of Copley's postcard books

Legend, following a story of

characters whose lives are

and question: how can we

should we do what is right?

What is a well-lived life?

So good.

-Larkin





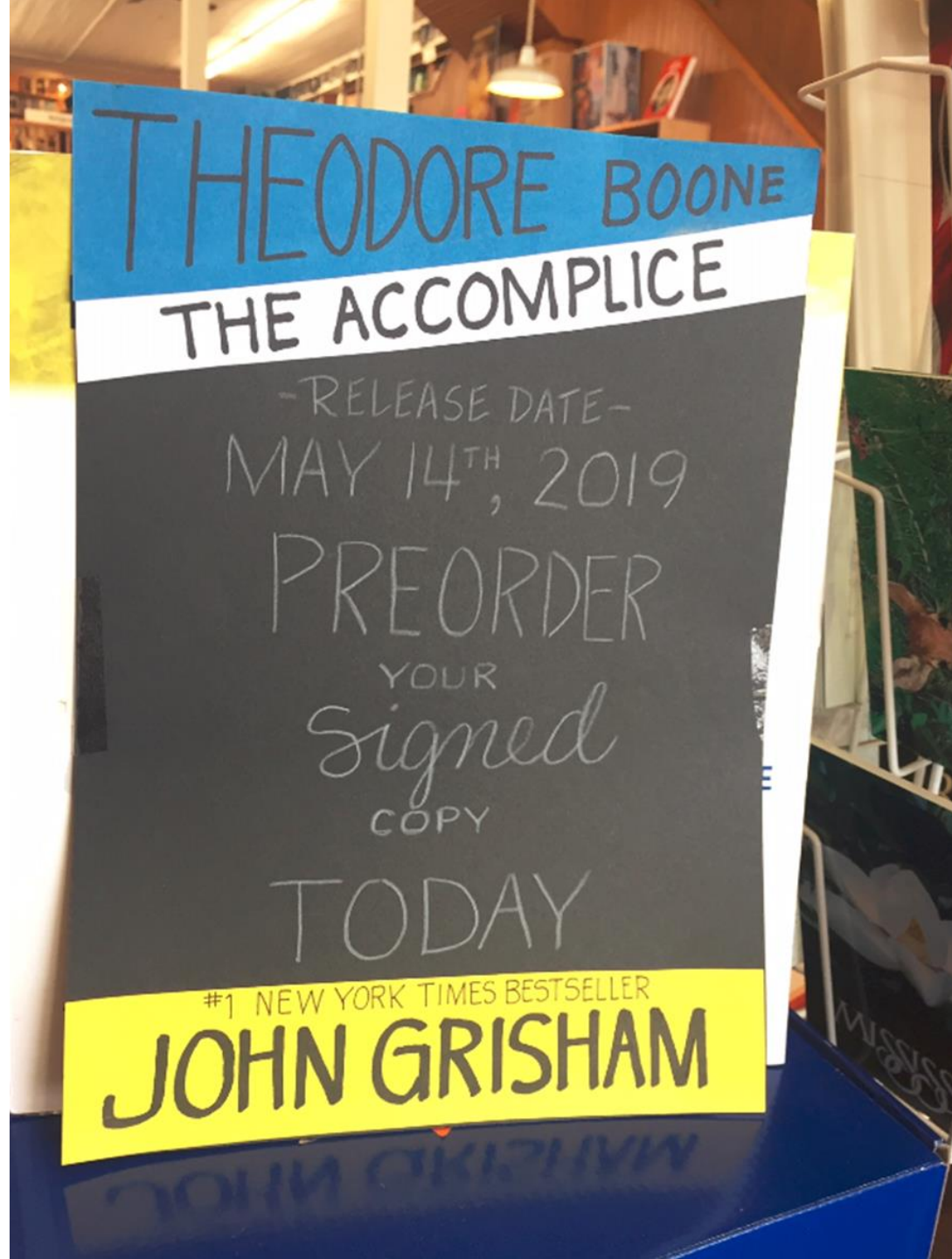
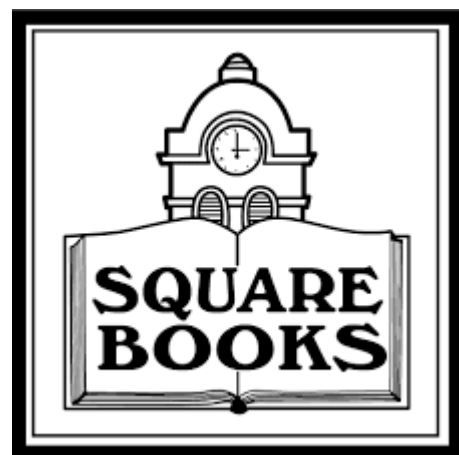
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—Washington Post on *The Handmaid's Tale*

Meet the Author
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APRIL 23

"This amazing, sad, shocking, but touching novel, based on a real-life event, could be right out of *The Handmaid's Tale*." —MARGARET ATWOOD
VIA TWITTER

WOMEN TALKING

A NOVEL

New for 2019



Key Takeaways From the Pre-Order Task Force

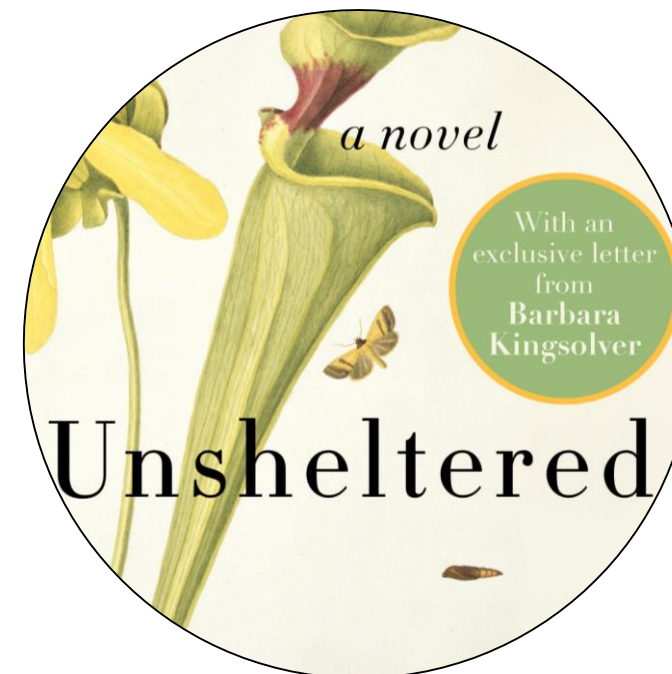
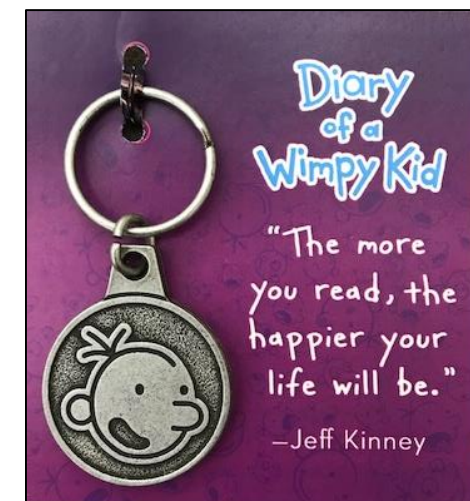


Special Offers

“Signed books and tote bags seemed to be the biggest draw, but only if they coincided with books that were **a good fit with us** anyway.”

“If there isn’t an offer with the pre-order we definitely will do less of them as it just doesn’t seem worth our time. **Exclusive offers do drive sales and define our channel’s value for our customers.**”

“Offering something that really highlighted the indie connection was especially good.”



Marketing

“We had the **most success with in-store promotion of pre-orders** (except when authors such as Murakami did direct social media shout outs.)”

“Direct emails to our customers generated the **most pre-orders**.”

“We loved having **multiple images/formats for each product**. That allowed us to use images in different places as well as pick one that seemed less corporate than others. Having some that had the offer included was key.”



Marketing



“We found that we got good click-throughs in the e-newsletter if we did a thin, ad-looking banner rather than something larger. And **social media posts worked better if we took our own photos** rather than use the more generic publisher assets.”

“Having a **physical copy of the title** where customers could see it behind the front desk--whether an ARC or official non-embargoed copy--has led to countless pre-order sales for us.”

Overall “Overall awareness that pre-ordering from us is even a thing.

It never occurred to me before that people didn't realize they could!

Our pre-orders overall have increased, and we as a staff are becoming better about encouraging our customers to do so, and we are paying attention to the bigger books that might have big pre-order potential.

Report Pre-orders on the on-sale date.

**“Our online orders went up overall during this campaign,
as did pre-orders for non-promoted books.”**

Identifying Titles with Pre-Order Potential

“We’ve started **keeping a running spreadsheet** of books we think would be good to feature for pre-orders.”



“Now our store is thinking about and paying attention to what titles have the potential to have decent pre-order sales for us. And **we have a plan for how we want to promote them.**”



“**Having the calendar moving forward is a huge help.** Our most successful titles were ones that weren’t in the ABA program (though many of those worked well for us). Meaning, we all can do this with the right titles for our stores...”



Challenges and Opportunities



Making sure that all reps understand and communicate clearly about pre-order added value items and follow-up to be sure accounts receive what they ordered.

Getting authors to promote pre-ordering from indies will definitely boost pre-order sales.

“Navigating number of items per multiple locations including web orders to make sure we had enough to cover pre-orders.”



POS systems to create seamless simple ways to ring the pre-order at time of purchase and then report the sale at the on-sale date.



“Getting all internal players on board with systems to handle these orders was work at first but now is just part of what we do.”

Laydown dates and enforcement. Indies need a way to ship books to homes to arrive at the on-sale date.

Can IndieCommerce add **“Pre-order Now” e-sticker** to highlight pre-order titles?



Pre-Order Next Steps

- Pre-order Ads on INL print flyer - Need more submissions
- Calendar of upcoming pre-order titles with added value and digital assets (publishers can send to **preorders@bookweb.org**)
- Communication from publishers to bookstores
- Stock issues
- Working with POS vendors to improve on-sale date reporting
- INL e-newsletter: incorporate Pre-order Ads
- Calculating and reporting demand
- NYT - need help from publishers: advocating for change to reporting
- Shipping to homes for on-sale date delivery

Thank You!

ABACUS and Pre-Orders:
Two Programs You Can't Do Without