

Self-Published Authors

Wakefield Books is proud to support independent authors and is pleased to provide a retail outlet for books published through non-traditional means. This allows us to have a more diverse selection that we could through traditional publishers. For authors who self-publish or use a publisher that Wakefield Books does not already do business with, we will work directly with you to sell your book on consignment.

To initiate the consignment process, please follow these three steps:

1. Read this information page in full.
2. Familiarize yourself with our consignment contract.
3. Fill out the form below or email info@wakefieldbooks.com with the details of your book including title, price, target audience, and a brief description.

Please note that all phone and in-person inquiries will be directed to this page. Please do not stop in unannounced (like on Saturday's our busiest day of the week)

Terms of Agreement

As you yourself are probably aware, the number of self-published books has increased exponentially over the past few years. We appreciate the difficulty of raising awareness about your book, especially without the benefit of a publicity department, but we can't stress enough how important publicity is for sales. Please review our guidelines below

Inventory:

1. We request that a sample copy be mailed or dropped off for review. If we would like to carry your book we will contact you. Wakefield Books reserves the right to refuse any book proffered for consignment deemed unsuitable for sale in the store. To be considered for our program your book must, at the very least, have a 13 digit ISBN number and a printed and bound spine displaying the title and author name.
2. We will stock your merchandise on a trial basis for 6 months. We will initially accept no more than 5 copies of your book on consignment.
3. Upon termination of this agreement, you will be requested to pick up any unsold merchandise within 30 days of termination notification. We will not ship merchandise back to you. Merchandise pick up is your responsibility. Thirty days after termination notification, any unclaimed merchandise will be discarded or donated and we will no longer be held responsible for your property.
4. Self-published books are shelved by subject. If the subject of the book is of local interest (not just the fact the author is local) it will be shelved in our Local Interest Section.
5. You agree to sell your book at the same retail price throughout all outlets (including copies you might sell yourself).

Billing:

1. We will reconcile inventory and sales of your merchandise on a semi-annual basis.

2. For each book sold you will receive 60% of the retail price. Payment for sold merchandise will be issued on a semi-annual basis only, unless we decide to order additional stock from you within that period. If so, we will issue payment for sold merchandise upon receipt of re-ordered merchandise.

3. Please do not contact us for payment or re-ordering. We will automatically issue payments to you at the end of each half-year, and will initiate re-stocking orders as needed.

Publicity:

We are well aware of the enormous amount of effort that writing and completing a book can take. We commend you for the effort, care, and creativity that you have already dedicated to this project. Now for the hard part: sales!

1. Quality is vital. Good writing along with creative and intelligent ideas are important, but in this case we mean quality of the material product. Spelling, grammar, and typesetting are extremely important. If you are expecting readers to pay the same price for your book, as they would for a book from a major publishing house, it is vital that your book meet these expectations.

2. No matter what they say, we all know that cover art is important and that people will judge!

3. Your book should be priced at or below the cost of other books of its size and sort. When negotiating for the production of your book, be sure to take pricing into account. Remember that you will be expected to pay at least the industry standard (40%) to stores who stock your book.

4. Greater success comes from a wide array of author-coordinated promotion, so remember to include marketing and advertising costs in your budget.

5. Social media is an excellent, and rather inexpensive, way to publicize your book. Feel free to link to our Facebook page to let your followers know that they can purchase your book at our store. We will be happy to reciprocate. If you have additional events or news that you would like us to share, please email us, to help get the word out.

6. If you have the resources, consider paid advertising. Traditional advertising is more costly than digital advertising, but can be very effective. Consider sending out press releases, review copies, and other promotional materials to local newspapers and online media outlets.

7. Promote. Promote. Promote. Reach out to local civic organizations. Send notices to your high school and college alumni associations. Tell your friends and family where they can buy your book. Generate that all-important buzz that drives sales.

Events:

1. Wakefield Books does host author events. We generally like to have some sales history on a book before we schedule an event. While we do what we can to promote our events we expect authors to assist with publicity.