

## Useful FBN Articles

Back issues and articles from previous issues of *FBN* are available for \$6. Following is a listing of the articles we receive the most requests for. "Article only" indicates full issue not available; we'll send you a copy of the article instead.

- Distribution: Does it Work? and Mathematic\$ of Distribution and Wholesaling**  
An in-depth look at book distribution and returns; what is working and what isn't, and what can we invent that will work for our future.  
By Carol Seajay and Joan Pinkvoss/Aunt Lute. (20-04, Nov 1997, Article only)
- Putting a Store on the Web**  
Clarifying and defining your vision for your site; site layout and design; marketing of your site.  
By Mary Pietrowski/A Woman's Spirit. (20-03, Sept 1997, Article only)
- The Basics of Bulk Mailing**  
A practical, nuts-and-bolts overview of bulk mailing: how much money you can save in postage, what is involved in sorting and documenting bulk mail, is it worth it?  
By Vina Daniels/Boadecia's Books. (19-06, Oct 1997, Article only)
- Opening a Cybercafe**  
A profile of Once Upon a Time's cybercafe: setting up and charging for customer email accounts and surfing time, training sessions to familiarize customers with this new service.  
By Liz Wermcrantz/Women and Children First. (19-05, Jan 1997, Article only)
- To Website or Not to Website**  
An email conversation with a dozen feminist bookstores and publishers. Is it a good idea? Learn from the experiences of these stores and publishers: costs, realistic income to expect, what's working, suggestions.  
By Carol Seajay. (19-05, Jan 1997, Article only)
- Staying On and Slashing the Debt**  
How one bookseller eliminated almost \$17,000 in vendor debt by cutting overhead and re-evaluating staffing needs and other store costs — in one year. This was a difficult process but also a valuable learning experience, and the way that this bookseller handled it also brought her renewed support from her community.  
By Audrey J. May/Meristem. (19-03, Sept 1996)
- Amazon's New Used Book Program**  
Many stores are finding that adding used books to their inventory increases their profit margin, helps cash flow — and makes old customers happy while bringing new ones into their stores! Learn from one stores experience: buying used books (for cash vs. store credit), mark-up, tracking sales, and getting the word out on the new service.  
By Mev Miller/Amazon Bookstore (18-06, Mar 1996)
- Staying Solvent: Cutting the Cost of Goods**  
Overhead costs can only be cut so much. What else can bookstores do to lower their expenditures in lean times? The clear, practical and workable program to improving margins by ordering direct in a few specific situations will help booksellers operate their stores more profitably.  
By Carol Seajay. (18-06, Mar 1996)

**Satisfying and Maintaining Your Customers**

Loyal, long-time customers not only bring in profit, but are also a great source of free advertising — word of mouth. Suggestions that will help you keep your old customers while you win new ones.

By Betsy Groban. Reprinted from *Building Blocks*, the newsletter of the Association of Booksellers for Children. (17-05, Feb 1995)

**What Really Makes a Good Book Signing?**

Tips from a publicist on putting together and promoting successful events, and advice on working with both publishers and local media.

By Dan Verdick. (17-04, Dec 1994)

**What Writers Can Do to Support Independent Bookstores: An Interview with Dorothy Allison**

This interview reveals what criteria publishers are looking at when setting up author tours, how they evaluate successful events, and decide on book advertising and promotion.

Seeing the process from the other side will help booksellers work with publishers to their mutual benefit.

Interview by Carol Seajay. (17-03, Sept 1994)

**Advertising Budgets**

Why advertising budgets are important, and how to evaluate your stores needs (as well as what you can afford). *Short* article, but thought provoking.

By Patty Callaghan/Bright Books. (16-06, Mar 1994)

**Selling Textbooks**

Text book sales can boost cash flow dramatically in two typically slow months: September and January. Stores that have actively pursued these sales have found them very labor-intensive — but worth it. This article provides an excellent overview of the process: getting orders from universities, placing orders with textbook publishers, and systems for tracking sales, returns, and buying back (for resale) used textbooks from students. This is an old article but we still regularly get requests for it. The systems all work the same.

By Sandi Torkildson/A Room of One's Own, with Carol Seajay and Ann Morse. (15-04, Nov 1992)

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