

DISTRIBUTOR OPTIONS

Information for Sales to Retailers

1. Author as Distributor (this is you)

1. Put books in stores on consignment and collect monies each month for books sold. Most independent stores will prefer this option.
2. OR ~ Author sells books directly to the Retailer. (Use the books you have in stock)

How it works:

- Author sells books to Retailer: \$9.00-\$11.00* (*recommended price*)
- Author retains revenues from book sales
- Author offers return policy – your choice and decision

**Note: Suggested industry price is 45-55% off cover price – usually 50%*

EX: Cover Price is \$19.95 > 55% discount = \$8.98 + shipping

Cover Price is \$19.95 > 50% discount = \$9.98 + shipping

Cover Price is \$19.95 > 45% discount = \$10.97 + shipping

2. Powerful You! Publishing as Distributor

- Author refers Retailer to PYP and informs PYP
- PYP sells directly to the Retailer
- PYP offers a 90-day return policy to Retailer

PYP sells to Retailer – \$9.98 + shipping

Referring Author Commission = \$1.00 per book
(payable after return period, less returns)

3. International Distributors – The book is listed with Ingram, Baker & Taylor, and NASCCORP

- Author refers Retailer to Distributor
- Retailer orders directly from Distributor

Cost to Retailer – \$9.98 + shipping (standard)

Note: PYP has elected a no-return policy for these distributors. There is no author commission with this option, because there is no available tracking per Retailer by the Distributor.



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