



DISTRIBUTOR OPTIONS

Information for Sales to Retailers

1. Author as Distributor (this is you)

A) Put books in stores on consignment and collect monies each month for books sold.
Most independent stores will prefer this option.

B) Author sells books directly to the Retailer. (Use the books you have in stock)

How it works:

- Author sells books to Retailer: 40-60% off cover price (*standard industry price*)
- Author retains revenues from book sales
- Author may offer return policy – your choice and decision

**Note: Suggested industry price is 40-60% off cover price – usually 50%*

EX: Cover Price is \$20.00 > 60% discount = \$8.00 + shipping

Cover Price is \$20.00 > 50% discount = \$10.00 + shipping

Cover Price is \$20.00 > 40% discount = \$12.00 + 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

Cost to Retailer – 50% off cover price + shipping

Referring Author Royalty = 10% of cover price **payable after return period, less returns*

3. International Distributors – The book is listed with Ingram Books.

- Author refers Retailer to Distributor
- Retailer orders directly from Distributor
- No returns unless author opts for Booksellers Return Agreement

Cost to Retailer – \$10.00 + shipping (50% discount)

Referring Author Royalty = 10% of cover price