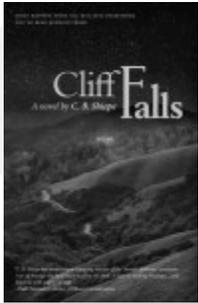


One of Our Most Successful Consignment Authors:



Cliff Falls
by Cliff Shiepe

300+ copies sold!

“This novel is not merely entertaining, it is changing lives.” ~ USC News

Cliff Falls was published in June [2010]. As is the growing trend for first-time novelists, Shiepe published it himself...

“Getting to book buyers is near impossible; they don’t take your calls,” Shiepe says with a heavy sigh. “It’s easier to get a Hollywood producer on the phone than a book buyer... Vroman’s called and asked for 5 copies.”

“I almost passed out, right?” he says. “Great, I’m thinking. I’m at Vroman’s, growing up near Pasadena I know that’s the Mecca of bookstores. They sold out right away and called me back. Then they sold out again and called me back. Then the Pasadena Star-News did a 700-word write up. After that, they really started selling.”

Cliff Falls has been a bestseller at Vroman’s since the summer. During a book signing, 90 people showed up. The bookstore has named it among their Best Books of 2010.

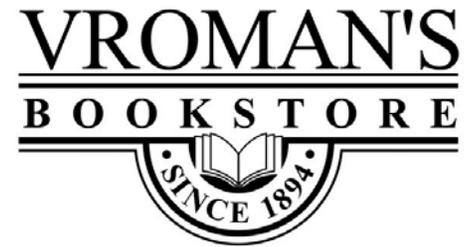
~ excerpted from Pamela J. Johnson's article, “Cliff Falls, Then Picks Himself Up,” <http://dornsife.usc.edu/news/stories/864/cliff-falls-then-picks-himself-up/>

Tips for a Successful Consignment

- Encourage your friends and family to purchase your book at Vroman's Bookstore.
- Contact your local media, alumnae organization, clubs, etc. to let them know about your book. Don't just pitch them the book though: pitch them a “story.” In other words, give them content to write a story about you and your book: How did you get the idea for the book? Is the subject matter relevant to something going on in the news today? Is your town, college, or club mentioned in the book? Be sure to mention that the book is available at Vroman's.
- Offer to speak at book club meetings, libraries, Rotary Club, and any organization/venue that might be looking for speakers.



Vroman's Bookstore
695 E. Colorado Blvd.
Pasadena, CA 91101
(626) 449-5320
vromansbookstore.com



Consignment Program

Vroman's Bookstore is pleased to support local authors by offering a consignment program. Taking books on consignment allows Vroman's to carry and feature a wider variety of books, including independently published and print-on-demand titles; we're not limited to the traditional publishing channels and we can help these authors reach more readers.

**Pasadena's
Community Bookstore
Since 1894**

General Policy Information

- Vroman's Bookstore pays 60% for consignments sold.
- The basic handling fee for consignment books through our Bronze program is \$35.
- Vroman's will initially take **5 copies of each consignment title**.
- Vroman's agrees to stock books on consignment for a 3-month period.
- During that period, Vroman's may contact the consignor to request additional quantities, and/or to pay the consignor for items already sold.
- At the end of the consignment period, Vroman's will send any payment accrued from book sales to an address that the consignor provides. Vroman's will also send back any unsold books, or will contact the author to renew the agreement.
- Vroman's will only pay for items that were sold. Damaged or stolen items are the sole financial responsibility of the consignor.
- You provide copies of your book, a critical review or description of your book in approximately 50 words, and a JPEG image of the book cover. Your book will not appear on our website until we have this information.

Tiers

Bronze (basic) - \$35

- Feature your book for at least 3 weeks on a Main Floor display.*
Please note it may take 3-4 weeks to be placed on the Main Floor display.

Silver - \$125

- Feature your book for at least 3 weeks on a Main Floor display.*
- Feature your book in our weekly email update.
- Present your book on the Local Authors page of our website for at least 60 days.
- Enable people to buy online for the entire time your book is in stock at Vroman's.
Please note it may take 4-6 weeks to be featured in the email update and on our website.

Gold - \$298

- Offer everything in the Silver package PLUS a book signing event with 2-3 other local authors as part of our Local Authors Series.
Please note: Because our event space is next to our children's department, books with more adult content may not be suitable for our event series. In these cases, authors will be refunded their money and can choose to purchase another tier instead. Local Author series events occur the last Sunday of every month at 4pm and are arranged in the order of agreements received. Due to the volume of agreements received there may be a delay between acceptance of your consignment and the scheduling of your event.

Vroman's Hasting Ranch - \$20

- For an additional \$20 at any tier, or for \$20 on its own, we will carry your book at Vroman's Hastings Ranch. Please note that it may take up to 7 days to process the consignment and place the book on display. We will need an additional 3 copies for Vroman's Hastings Ranch.

Guidelines

- Vroman's is proud to carry consignment books as part of our overall inventory. As such, we hold consignment books to the same high standards as the rest of our book inventory. All consignment books must be bound with legible titles on the spines. They must also be proofread and free of typographical errors.
- Our tiered consignment fees help pay for the administrative and promotional expenses incurred with the hundreds of consignments we handle every year.
- Vroman's is great at selling books, but we don't know much about publishing them. As such, we don't review manuscripts or offer advice on publishing manuscripts. If you're looking for information on writing a book, check out our great selection of books on writing, and for information on publishing, we recommend *The Writer's Market*.

* **Please note:** Consignments are removed from the sales floor for approximately 2 weeks at the end of April/beginning of May for store inventory purposes. All consignment agreements are temporarily on hold during that time.