



CoffeeTree Books | 159 E. Main St. | Morehead, KY 40351 | 606-784-8364

## REQUEST TO STOCK BOOK

Thank you for contacting CoffeeTree Books about stocking your book. Please complete the following application and return it to CoffeeTree Books either physically or through email, along with a physical finished copy of your book for review. We will email you when the review copy of your book is ready for pick up. If there is no response from you within 3 weeks of our notifying you that the copy is ready for pickup, we reserve the right to do whatever is convenient with your review copy.

### Important Information

Please review all of the bullet points below as they contain important information for authors if your book is stocked at CoffeeTree Books.

- If CoffeeTree decides to stock your book, we will gladly display marketing materials on our community bulletin boards (i.e., flyers, handouts, posters, etc.). However, we ask that the marketing materials you give us to display in our shop list only CoffeeTree Books as a place to purchase your book. Due to space constraints, we do not have the capability to pass out any flyers or bookmarks.
- If CoffeeTree decides to stock your book, we require that CoffeeTree Books be listed as a place to purchase your book in any spaces where you list other retailers (your website, for example).
- **If stocked, the sales price of your book will be split with CoffeeTree Books at a 50%/50% split.**

- If your inventory has had no activity for 3 months, we reserve the right to “unstock” your books.
- If CoffeeTree Books decides to “un-stock”/return your book, we will email you asking if you’d like us to ship the copies left in our bookshop (for which you will need to pre-pay for postage to your home/office), set them aside for in-store pickup, or donate them. **If there is no response after 2 weeks and a final follow-up email, we reserve the right to do whatever is convenient with the copies.**
- CoffeeTree Books is not responsible for lost or stolen titles.
- Payments are made via check on a quarterly basis.
- If you’d like to check inventory levels once a month, please email [coffeetreestaff@hotmail.com](mailto:coffeetreestaff@hotmail.com) to contact a member of our staff. Please note that we may not be able to accommodate frequent inventory level checks, so a max of one check-in per month is recommended to keep the program running smoothly.

## Common Considerations

The books we stock at CoffeeTree Books are not randomly chosen. They are a reflection of the opinions, preferences, and quality standards of our booksellers and our community. When we decide what books to bring into our shop, these elements are the things in the forefront of our minds. **Before submitting your application, consider the questions below. It is not necessary to submit the answers, but these are things we will be considering when we look at your book.**

- Is the book professionally bound?
- Is the book’s trim size too large to fit on our shelves?
- Does the book have an ISBN?
- Is the jacket art pixelated?
- Does the text have excessive typographical errors?
- Does the text have excessive copy-editing errors?
- Has the book been professionally edited?
- Are there any production quality issues?
- Is the book’s pricing competitive?
- Does the book have a following in the community?
- Is there enough supply of the book to meet its demand?
- Is the book locally sourced or produced?

## Contact Information

Your Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

(City, State, Zip Code): \_\_\_\_\_

Website: \_\_\_\_\_

### Social Media

Facebook: \_\_\_\_\_

Instagram: \_\_\_\_\_

Twitter: \_\_\_\_\_

Other: \_\_\_\_\_



## Questionnaire

We want your book and CoffeeTree Books to be the best match possible. To help us determine whether our bookshop is the right place for your book, please answer the following questions. If your response exceeds the space provided, feel free to include extra sheets of paper with your responses clearly marked.

Why did you write this book?

What other book(s) would you compare your book to and why?

What other author(s) would you compare yourself to and why?

Where should we shelve your book? What genre best describes your work?

What makes your book different from other books currently on the market?

What is your intended audience for this book? Who do you see buying this book when they come across it in a bookstore?

Briefly describe your marketing strategy for this book (so far and in the future).

What role do you wish CoffeeTree Books to play in your overall marketing strategy?

Why do you think independent bookstores are important for books and communities?

Why is it important to you to have your book placed in an independent bookstore? Why is it important to have it placed in CoffeeTree Books specifically?

Which publishing platform do you use to produce your books?

How does your book compare to other books in your genre or category (price, physical appearance, visual style, writing style, etc.)?

How many books have you read in the past six months? As well as you can remember, from where did you purchase/borrow those books and why?

What is your favorite and least favorite book of all time and why?

Tell us something interesting about yourself and/or your book!

Again, thank you for submitting your book! We will respond to you within 2 weeks of your submitting a review copy and this completed application.