

FAQs for Independent Author Partners of Watermark Books & Cafe

What do I get for my \$50.00 stocking fee?

1. Space on our shelves displayed all hours we are operating.
2. Sales tracking and record keeping, and order processing for sales through our eCommerce site.
3. Sales tax collection and submission to the state of Kansas.
4. Title listing in our online eCommerce site, which you can link to on your webpage.
5. Monthly payments and timely re-orders if book sales are brisk.

Why do I have to pay an additional \$50.00 for the Local Literary Festival?

1. Watermark will design and give you 50 postcards to send to your mailing list.
2. Watermark will design and print posters for you to distribute.
3. Watermark will promote your book in our weekly e-newsletter (News & Notes) that goes to over 10,000 subscribers (Are you currently on our email list so you know about author events?).
4. Watermark will promote the Local Literary Festival on our webpage, Facebook page through a boosted post, and on Instagram and Twitter.
5. Watermark will display your book in the front of the store with the other visiting authors.
6. Watermark will send a news press release to a statewide list of over 50 media contacts.

How can I work with Watermark Books to sell my book?

1. First, make sure you buy and support your local bookstore as a customer.
2. Treat us as your partner in business; we have over 35,000 titles to sell and dozens of authors--local, national, and international--who want us to sell their books.
3. Bookstore owners and staff have stacks of books to read. Let our booksellers know why anyone should pick up your book instead of another one. Keep it brief.
4. If a bookstore owner or staff member reads your book, remember that he or she chose to, and thank them for taking the time.

How do I talk about my book?

1. What **genre** is your book? Is there a novel or other book that inspired you to write the way you do?
2. Can you tell your fans who your favorite authors are?
3. What is the conflict in the story? Whose story is it?
4. Think about what a reader would say when they've finished the final pages.

How many books can I expect to sell at Watermark Books & Cafe?

1. This is a question that all publishers ask and speculate on. I'll try to answer the best I can.
2. Your book will sell if you can give readers a reason your book should stand out. Would it be a good book club book? Are there current social issues to discuss based on your book's themes?
3. Does your book have a platform? Is it a book about recovering from an illness? Or some other sort of adversity? This will be another market you can reach out to. Share that message prominently.
4. Do you have friends you'd like to share your book with? Encourage them to buy the book from Watermark Books & Café, and encourage your family to do likewise.

How can I sell my book online through Watermark Books?

1. Link your website to the Watermark Books & Café website and to the purchase page for your book.
2. Share the links via Facebook, Twitter, Instagram.
3. Use Watermark's social media assets to help promote your book; be sure to tag Watermark Books in your post, and use the hashtags #readICT and #wichitaevents.
4. Set up your own online presence through special accounts on Facebook, Twitter, and Instagram.
 - a. Here are some local authors who are very good at using social media to sell books through Watermark Books & Cafe: Suzanne Lambden, KT Hanna, Bonnie Tharp, and Jenna Blum.
5. Promote the online ordering option through Watermark Books & Cafe to your own contacts in your email list. Use the order page link so it's easy for them to click and buy.