

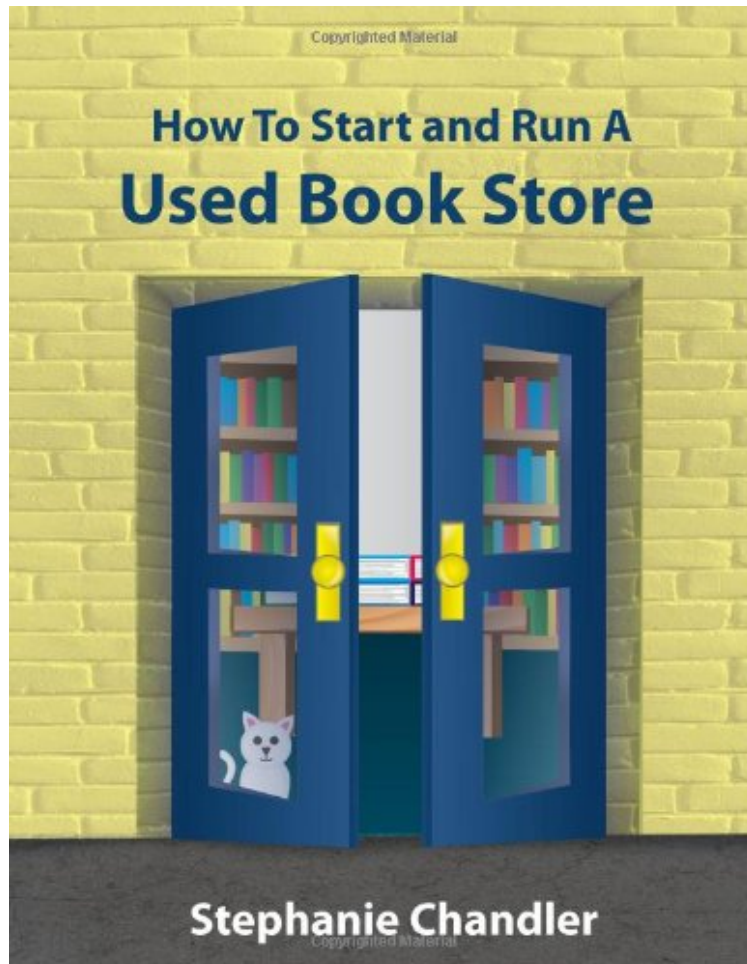
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7 of 8 people found the following review helpful. Bare bones stuff, not very illuminatingBy imeldaThis is really not

what I hoped for from a book on such a specific topic. It is small, bare-bones, and touches only on the basics. Most of this information you can get on the Internet, although of course it's helpful to have it all rounded up for you. However, most of it is common sense. If you are seriously considering the bookselling business, this is not going to get you far at all. For example, the section on "evaluating market need and competition" is 1 page. ONE PAGE. The business plan advice is a 1.5-page "outline" with things like "target markets: 1. demographics, 2. geographic location" etc etc, with no further elucidation or detail. HOW do I go about assessing the kinds of books people in an area are interested in? HOW do I evaluate market need and competition? This book just gives you a list of things to consider without any real guidance on how to do so. Finally, I was annoyed to see that this book is available on Nook for \$5. Obviously I'm the kind of person who likes physical books, but still, hopefully the next person can learn from my mistake. ETA: I just got the FabJob Guide to Become a Bookstore Owner (FabJob Guides) (FabJob Guides) from my library, and wish I had bought it instead - MUCH more thorough overview of the business, and puts this book to shame. 2 of 3 people found the following review helpful. Breezy and Helpful By M. Deeds This book was very accessible and answered most of my questions. The template documents were a definite plus. Worth the money. 0 of 1 people found the following review helpful. Very Helpful! By Janella lot of good suggestions for new store owners. This book was a good help towards starting a successful business.

If you have ever considered opening a used bookstore, here is your chance to learn from someone who knows first-hand what it takes. In 2003 Stephanie Chandler left behind a career in the Silicon Valley and opened a 2800-square foot bookstore in Sacramento, California. Along the way she documented her processes, noting what worked and didn't work, and compiled the results into this comprehensive, real-world guide that explains what it takes to start and run a successful used bookstore. Features in this workbook include: WORKSHEETS: Budget planning, evaluating competition, forecasting, and more BUSINESS BASICS: What you need to get started INVENTORY: Twelve sources for acquiring used books SUPPLIERS: Library supplies, printed goods, retail supplies and more SHOP SET-UP: Store layout, book categories, bookseller software and tools OPERATIONS PROCEDURES: Trade policies, overstock, and a sample operations manual MARKETING: Low-cost and no-cost tactics for maximum exposure WEBSITE: Steps for setting up a website and selling books online RESOURCES: Dozens of useful website links BUSINESS PLAN: Sample business plan (actual plan used by the author) Chandler doesn't sugar-coat her experiences. Instead, she offers realistic and practical information that can save you countless hours in research and planning, while preventing you from making costly mistakes. This is an essential guide for anyone who is serious about starting and running a bookstore.

"I used your book to set up my used book store and we celebrated our one year anniversary on August 1st. I couldn't have done it without your book. Many thanks!" - Lou Grant, hidesertbookoasis.com --Reader feedback from the first edition" ...[this book] is well worth the money, time and energy. Trust me, without it, you'll needlessly waste far more of all three." - Jamie Arpin-Ricci, founder of The Dusty Cover --Reader review from first edition "I just wanted you to know that I am one happy customer and can't thank you enough for having taken the time to actually put all your thoughts onto paper to help people like me!" - Janet Long --Reader review from the first edition From the Author Dear readers, When I opened my bookstore back in 2003, I was simply overwhelmed by the details. I did a lot of homework and kept a lot of notes. After being asked countless times to counsel people on how they too could open a bookstore, I decided to put everything into this book. This is the second and most current edition. I hope you find it valuable in your journey! Wishing you joy and success, Stephanie Chandler