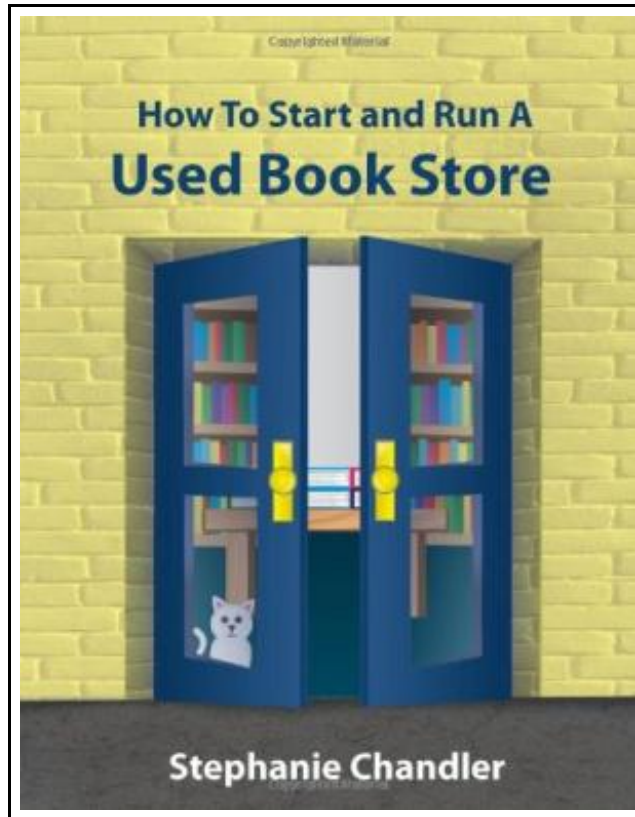


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Authority Publishing. Paperback. Book Condition: New. Paperback. 124 pages. If you have ever considered opening a used bookstore, here is your chance to learn from someone who knows first-hand what it takes. In 2003 Stephanie Chandler left behind a 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 didnt 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 doesnt 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. Reader feedback from the first edition: I just wanted to say thank you. I used your book to set up my used book store and we celebrated our one year anniversary on August 1st. I couldnt have done it without your book. Many thanks! - Lou Grantt, www.hidesertbookoasis.com Thank you SO much for this great book find! My sister and I are planning to open a new and used bookstore within the next few months, and I thought we had thought of everything...



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