

Welcome!

Thank you for your interest in selling your work through a local, independent bookstore. We pride ourselves on being part of a community that values books and shopping local, and want to show support for other independent projects as well.

Please read through this pamphlet for information about our consignment program, the selection process, what sells well here, and the application process.

Why Consignment?

In order to sell self-published books or those not available through our usual sources, Magers & Quinn works directly with authors to sell their works on consignment.

Consignment is a great way for authors to work with Magers & Quinn, allowing for a bricks and mortar presence, face-out placement with books of other local interest, advantageous terms, and sales reporting to bestseller lists.

Selection Process

We use our years of experience and sales history to select books based, in part, on customer habits, sales potential in our store, and inventory we need.

When selecting books for sale in our store, **priority is given to books, materials, and authors that have a Minnesota local and regional appeal.**

Examples of genres with sales success:

- Local history and memoir
- Regional lifestyle (gardening, cooking, design)
- Fiction set in Minnesota

Priority is also given to books by authors and publishers who promote their book and its availability for purchase at Magers & Quinn Booksellers. As part of the consideration process, you will be asked to describe how you will include our store in your promotional efforts.

Non-Book Items: We carry select non-book items related to books and those our customers have requested over time.

Submission Process

- 1) Visit magersandquinn.com and click on “Consignment” under the “Store Information” box. (Information about author and publisher supplied books, as well as sidelines, is there).
- 2) Read through the guidelines.
- 3) You may send information to books@magersandquinn.com or to our mailing address. Use “Attn: new book buyer.”
- 4) That’s it. If we are able to carry your book, **we will contact you with next steps.**

Sample copies: We are not able to return sample copies. Unrequested sample copies will be processed at the store’s discretion.

Please note: We cannot accommodate drop-in visits and cold-calls.

Publisher Direct: If your book is available through a publisher or distributor, please send information about the book and clear ordering information to our mailing address or to books@magersandquinn.com.

What Helps Sell Books?

In our experience, generally, authors who promote their books, and the fact they are available for purchase at Magers & Quinn, sell more books.

Tips for Maximizing Sales:

- Include information about our store on your website and in social media.
- Contact local media, mailing lists, community organizations, and book clubs to publicize that your book is available at Magers & Quinn.
- Tell family, friends and other contacts to buy your book at Magers & Quinn.
- Do continuous promotion of your book.

Further reading:

“Successful Author Events: Tips from a Twin Cities Author” by Colin Nelson

<https://magersandquinn.wordpress.com/2013/01/04/successful-author-events-tips-from-a-twin-cities-author/>

“So, you wrote a book – now what?”
by David Unowsky

<http://www.tcdailyplanet.net/so-you-wrote-book-now-what/>

Find More Information About Magers & Quinn Booksellers Products and Services Including:

- Books-By-The-Foot
- Bulk and organizational sales
- Educator Discounts
- Event Service and Sales
- In-store photography and video
- Used Book Buying
- Wholesale Sales to Retailers

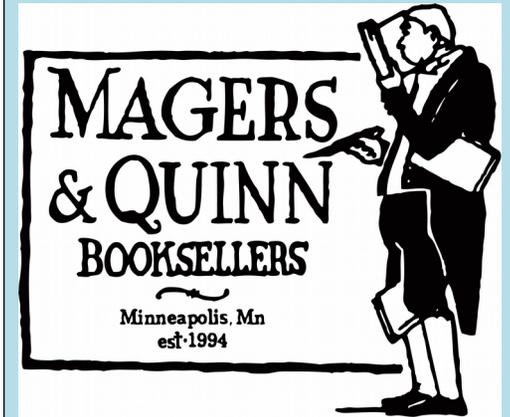
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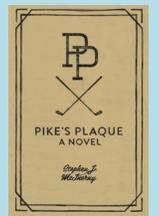
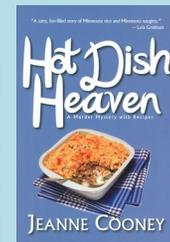
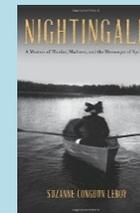
Magers & Quinn Booksellers is an independent bookstore with new, used, out-of-print and collectible books. We are one of the largest independent bookstores in Minnesota.

For over 20 years we have been sharing our love of books with a passion to contribute to a livable community in which books are an important part.

This brochure is provided for general information purposes only. It is non-binding. Additional fees and policies may apply. Magers & Quinn Bookseller reserves the right to change this information at any time.



Can I Get My Book Stocked at Magers & Quinn Booksellers?



For whom is this information?
Authors, publishers and other
merchandise vendors.