

We believe in the  
**POWER OF BOOKS**  
To ignite continuous  
**LEARNING & GROWTH**



book*pal*<sup>®</sup>

# What is a bulk sale?



**Organization,  
School  
or Event**



**25+ Units**



**Together or  
Individual**



# Success with bulk sales: sustainability



**Leverage your  
network**



**Identify  
A niche**



**Reporting**



**Speaking  
Events**

**Author Profiles**



# Leverage your network

Who:

- Companies mentioned in book
- Social network connections
- Podcast appearances
- Blog posts / guest blog posts
- Media outreach
- Email and Newsletter lists
- Exchange books for speaking / consulting



# Identify your niche

Avoid “my book is for everybody.”



# Identify your niche

## Examples:

- Non-profits, community programs, literacy initiatives
- Labor unions / Associations
- College FYE and University wide reads
- Geographic / country niche
- Socio-economic
- Gender
- Conferences
- Industry specific (tech)



# Reporting



BookScan

The  
New York  
Times



# Speaking Events



Why?



AuthorConnect





# Audiences Ideas



Events



Training



FYE, Classes,  
Curriculum



Literacy, &  
Community  
Programs



Book Clubs



Promotions  
& Gifts



# The bulk “black box”

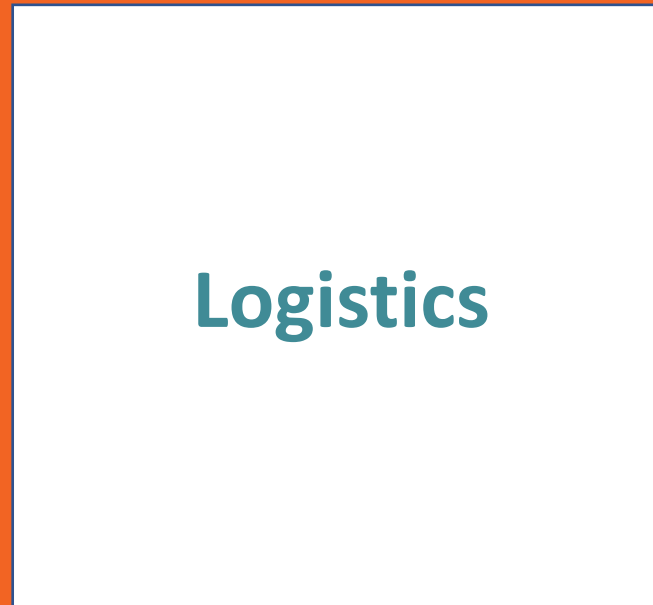
Hotels

Loading Docks

Carrier Issues (damages,  
lost, rush costs)

Signed copies, individual  
mailings

Inventory management –  
(Making sure enough  
copies are available from  
the publisher)



Pre-Releases

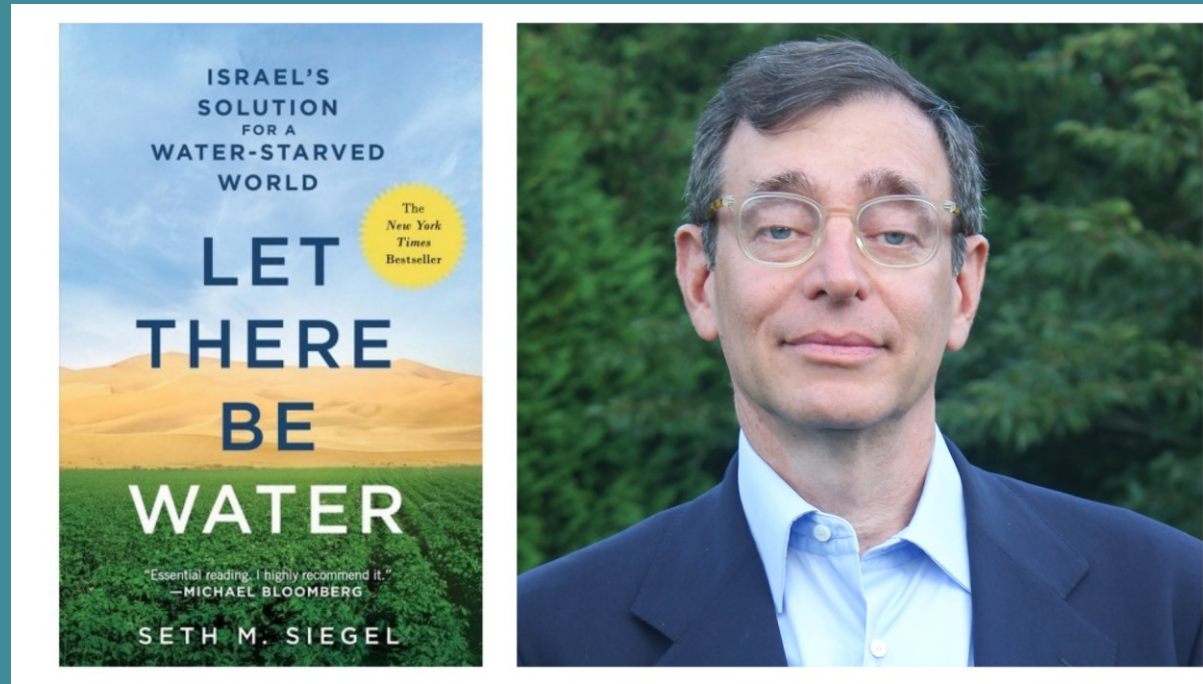
Bindery Shipments

Rush Charges

International



# Profile: Let There Be Water



# Profile: Extreme Ownership



# Key Takeaways: Recap to Make Bulk Easy



Identify niche



Plan early



Promote



Add books to  
your contracts



# About BookPal

**15**

years

**5,000+**

organizations

**>10M**

books sold



# Let's put your book in more hands!

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