

FAQs (frequently asked questions) for Independent Author Consignment of Watermark Books & Café

You have just paid Watermark Books & Café a \$50.00 stocking fee. What do you get?

1. Your book will be on display in our local authors section.
2. Your book will be listed on our eCommerce site/webpage within one week of the contract signing. (www.watermarkbooks.com) We will provide you with a direct link.
3. Anyone can buy your book at any time through our website and have it shipped anywhere.
4. Sales tax collection and payment to the state, sales tracking, and a monthly audit and payment for books sold.
5. Timely re-orders when the book sells out or is selling quickly.

What do Watermark Books & Cafe booksellers need to know about your book? Things for you to think about and be prepared to answer.

1. What is the genre of your book?
2. What do you tell people about your book when they ask what it is about? Think up a good elevator speech (a short, two-minute description). TIP: you must get their interest quickly.
3. Who will buy your book? What market demographic do you want to target?
 - a. Think about how to capture that reader's attention. Is this an informative book for book clubs? Is it a book set about a specific issue? Is it a book about local history, or a novel set around Wichita or Kansas?
4. Who is the book about? For example, who is the narrator, what is their voice like, what forms of conflict take place?
5. What do you want the reader to take away from reading your book?

How can I partner with Watermark Books & Café to sell my book in their store, or on their eCommerce site?

1. First, be a fan of the store. We are supporting you by selling your book, and we ask that you support us. Tell everyone through your social media, on your website, and in your promotion and newsletters about the availability of your book at Watermark Books & Café.
2. Share our posts and follow us on all platforms of social media. Tag us in your posts.
 - a. **Watermark's Social Media**
 - i. Facebook: /WatermarkBooks
 - ii. Twitter: @watermarkbooks
 - iii. Instagram: @watermarkbooksandcafe
 - iv. TikTok: @watermarkbooks
 - b. Use hashtags: #readICT #wichitaevents #mybookstore #watermarkmoment
3. Include a link to Watermark Books & Café as a place to buy your book. We will provide you with a direct link. Share that link on your social media and other platforms to help facilitate sales.