



How to sell more books - a checklist for booksellers

There are around 12,000 individual internet bookselling businesses worldwide specialising in old, rare and out-of-print books.

Each of these businesses regularly faces essentially the same question – *what can I do to sell more books?* Many booksellers – particularly those who do nothing more than passively listing their books for sale on public websites such as *ABE* or *Amazon* and waiting for orders to arrive - aren't sure where to begin.

This checklist shows booksellers how to go beyond this first step. Use **“File ... Save”** at the top left of this page **to save it somewhere on your computer** and **also print it out.**

What's the problem with listing on *ABE* or *Amazon*?

In short, nothing. Well, very little. But you could, and should, be doing far more.

The well-being of your business depends on you understanding that *passive* selling such as that should be only a small part of your bookselling strategy.

When you list your books for sale on *ABE* or an equivalent website, you have no control over the level of sales you make through that website. You rely entirely on *ABE*'s anonymous customers (note: *their* customers, not yours) finding your books, hidden as they are amongst millions of other books from competing booksellers, and then choosing to order *your* copies rather than those of your competitors.

Selling on *ABE* or *Amazon* is *passive* bookselling, as opposed to *active* where you take positive steps to initiate sales.

This checklist outlines a number of separate steps you can take which taken together have the ability to transform your online book business.

What else should I be doing?



Tell people your books exist: In addition to passively waiting for orders to arrive from public websites as outlined above, you should be taking *active* steps to *tell* people that your books exist.

The more customers you tell that your books exist, enabling them to purchase from you direct, **the more books you'll sell.**

The various steps you need to take to achieve this, and the costs involved, are:

1. [Set up your own personal website](#) : As little as £24 a year
The first and most important step for you to take.
 2. [Get your own domain name](#) : £8 a year
Not absolutely vital but well worth the £8 a year it costs
 3. [Get proper book-cataloguing software](#) : Maximum £25
Your software controls your books' keywords. Keywords are important
 4. [Provide lots of keywords when cataloguing your books](#) : No costs involved
Lots of benefits and uses
 5. [Providing clickable links direct to your books](#) : No costs involved
The cornerstone of how to sell more books
 6. [Always provide an email signature with a clickable link](#) : No costs involved
The best piece of permanent free publicity you can get for your business
 7. [Finding customers](#) : No costs involved
Blogs, Twitter, Facebook, Newsgroups, Newsletters, Clubs, Societies, etc.
 8. [Additional things to consider](#) : Very few costs involved
PayPal, cataloguing, dimensions, dates, descriptions, illustrations
-

1: Set up your own commission-free website



Additional costs: As low as £24 or £36 a year.

Set up your own personal website, where your books – no-one else's - are displayed and from where they can be purchased. This is an essential step in running an independent bookselling business.

You may already have an existing storefront at *ABE* or *Amazon* but this is *not* the same as having your own personal website somewhere.

The first benefit of having your own personal website is that, whenever you want, you can invite customers to view changing selections of *your choice* from your books.

The second benefit is that the sales you generate yourself through your own website are commission-free. Send your own customers to see your books on *ABE* website and you'll pay up to 10% unnecessary commission on any purchases they make.

I'm not suggesting that your own website should *replace* your existing listings on databases such as *ABE* or *Amazon*. Your website enables you to make *additional* sales *independently* of them, and to build up your business in the way *you* want.

ABE may be a good starting place for your business; *ABE* plus your own commission-free personal website is far better.

So, how do I do set up my own website?

If you're a UK-based bookseller, **the simplest way is to use the service offered by YourOwnBookshop.com** where in addition to getting your own personal website your books are also listed automatically on the main UKBookWorld.com website and, if appropriate, on four other UK bookselling websites, OldLocalHistoryBooks.com, OldTravelBooks.com, IndustrialAndTradeHistory.com and UKBookFind.com

The total costs of this are just £24 a year for up to 1,000 books or £36 a year for 5,000 books. This gives you a easily managed, commission-free searchable website with specialist subject-area links, and with orders coming direct to you.

If you'd like a more sophisticated website, www.DedBooks.com can be recommended.

In short, you need your own personal website; you can't run an independent bookselling business properly without one. If you haven't got one, start setting one up today.

Use your own personal website on a regular basis to *actively* promote your books.

Most importantly though, once you've set up your own website, don't simply list your books there and *passively* hope people will find them without you doing anything.

If you're already got your own personal website (such as with *UKBookWorld*), make sure you're taking full advantage of its benefits by following all the other steps below.

2: Get your own personal domain name



Additional costs: Around £8 a year.

A personal domain name is where a trader's website operates under its own name rather than as a subset – merely something tagged on to the end of - some other company's website name.

A personal domain name makes promoting and publicising your books much easier.

For example, www.SternBooks.com is clearly a far more convenient address to use or publicise than www.UKBookWorld.com/members/stern in email signatures or in general publicity elsewhere either online or in the real world.

In the above case, both addresses take the user to the same website. However, the shorter domain name is clearly more convenient in many ways to use.

A personal domain name can also be used to make readers immediately aware of what they'll find on the website – www.BigglesBooks.com is a good example of this.

A *dot.com* domain name (i.e. a name followed by *.com*) costs US \$12 (about £8) a year from www.DomainDiscover.com. It's then very easy to link your domain name to your personal website using a simple process known as "Web Forwarding".

Many other companies offer domain registration for *dot.com* or, if you prefer, *dot.co.uk* names. However, before choosing which company to register your *dot.com* or *dot.co.uk* name with, check that they don't charge extra for web forwarding. Some companies charge an additional £10 or £15 a year for this on top of registration fees.

Maybe have more than one

Domain names are so inexpensive that it's well worth considering having different domain names to sell different types of books if this suits your business and then being able to advertise or promote each side of your business independently.

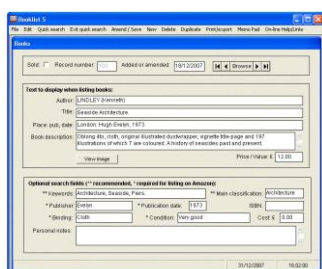
We ourselves sell our German WW2 material at www.GermanInvasion.com and other types of unique albums or rare books through www.UniqueOrRare.com. Our various booktrade services are run through a number of different websites each with its own explanatory names. For example, www.Booklist5.com and www.UKBookNews.com.

In each case, we've chosen the name to give the user some idea of what the website in question does. We can then promote each individual service in its own right.

Large companies do this sort of thing as a matter of course. www.Tesco.com run their online entertainments division from www.TescoEntertainments.com. Their clothing side operates from www.ClothingAtTesco.com whilst their expanding financial services have their own home at www.TescoFinance.com.

If Tesco consider something is worth doing, you can guarantee it's worth doing.

3: Get proper book-cataloguing software



Additional costs: £0 - £22

You need software on your own computer so as to be able to list your books for sale and transfer those lists to internet websites, whether *ABE* or your own personal website.

Some people make do with using a spreadsheet such as *Excel*. However, you're far better off using proper book-cataloguing software such as *Booklist* or *Homebase*.

Booklist, designed by *UKBookInfo.com* and costing £22, is multi-purpose book-cataloguing software enabling you to list your books online on different websites, including your own and all the public sites such as *ABE* and *Amazon*.

It's also particularly suitable for generating one-off lists of *selections* of books from within your stock to send to potential customers in, say, emails. For example, today sending a list of your books on golf to a golfing newsletter, and tomorrow a list of your books on oil exploration to a potential customer you met at a bookfair.

Booklist has a free UK telephone helpline for immediate help, advice and suggestions.

Get more information and **download *Booklist*** from Booklist5.com

Homebase, downloadable from abebooks.com in Canada, is free. It's designed specifically for those who want to list their books on *ABE* itself although it can also be used to list your books elsewhere including on your own personal website.

Although good for its designed purpose, *Homebase* is very limited in use for other applications – in particular it can't be used to offer one-off selections from your stock. Additionally, you're on your own in attempting to use it for any sort of application outside *ABE* as help is difficult to obtain.

Overall, if you're in the UK and are already using either of the above, or other book-cataloguing software you're happy with, then stick with what you've got. If you're starting from scratch, it's well worthwhile paying the small initial cost of *Booklist*.

Whatever software you use, its most useful feature – the one with the most sales potential yet still underused by many booksellers - is its *Keywords* field. If your software *hasn't* got a separate keywords field, abandon it and start anew with one that does.

Keywords allow users to locate books in online databases by searching for words corresponding to their personal subject-areas of interest. They also, more importantly, enable you to send out ad-hoc clickable links to selections from your books online to potential customers.

The next section shows how useful these two separate features can be.

4: Provide lots of keywords when cataloguing your books



When cataloguing non-fiction books, use the *Keywords* field in whichever desktop database you're using..

Do this by providing as many keywords as possible for every book. And use keywords which *other people, potential customers*, might use, not just the main keyword which *you* think applies.

Providing extensive keywords greatly increases potential for sales in two ways, particularly when you're cataloguing non-fiction books:

A. Helping customers *find* your books on internet databases

Keywords will help increase sales of your books on internet databases. They do this as they enable potential customers to search your stock for books in general subject-areas in which *they* are interested.

You assist this process by providing as many keywords as possible for every book. And by using keywords which *other people, potential customers*, might use, not just the main keyword which *you* think applies to the book.

The many reasons why providing lots of keywords helps customers *find* your books (and therefore *buy* your books – they can't buy them if they don't appear on their screens) is covered in more detail at clique.co.uk/ukbi-keywords.htm.

For a full appreciation of how important keywords are, download and print out that webpage.

However, this checklist is concentrating on the importance of keywords in ...

B. Enabling you to actively *promote and publicise* your own books

By providing keywords for your books, and using the techniques outlined in the following sections, you can then, *whenever you want*, promote individual subject-area selections from your books in clickable links in emails and elsewhere.

Giving your books lots of different keywords when you're cataloguing them enables you to make, whenever you want, any number of different lists of books on (say) *aviation*, or *golf*, or *travel*, or *Burma*, or on whatever other subject-matter might be required.

The point of this is that now you're in a position to be able to circulate to potential customers a clickable link which will take those customers direct to any one of those individual subject areas. They don't have to find your website and then start searching. You can send them direct to the right place.

The next section shows how to do this.

5: Use clickable links to send customers to your books



Additional costs: Nil

Although it's very useful to be able to send readers to your personal website's home page where they can then search through your books, it's far more effective to provide *clickable links* sending customers direct to selected listings *within* your books, or even direct to a single title.

What is a clickable link?

A clickable link is a piece of text in an email or elsewhere (such as the many in this document) which can be clicked-on by the reader to be transferred automatically to a webpage containing some sort of information.

For example, if John Capes, a bookseller, wants to invite selected customers to see his books on *Whitby* (note, not a link to *all* his books where they'd then have to start searching, but specifically to his books on *Whitby*), then he could send them an email saying something on the lines of:

I've just uploaded some old books on Whitby to www.ukbooklink.com/wkm6fn

How do I make one?

In emails, all you have to do is type the web address of the specific page where you books are displayed preceded by either *www.* or *http://*

Email software, and most other types of personal software displaying text on screen, will show to the reader any web address preceded by *www.* (or *http://*) as a clickable link to the reader.

Thus, simply typing in an email (or in, say, a Blog or newsletter)

My webpage is at www.Clique.co.uk

will make that address clickable sending any reader immediately to that website.

Saying *My webpage is at [Clique.co.uk](http://www.Clique.co.uk)*, missing out the *www* bit, will not.

Most email software also require you to type a blank space immediately follow the address so if the address is the last word in the sentence or on a line, type an additional blank.

How to make simple links if your website is run by *YourOwnBookshop/UKBookWorld*

An apparent problem you'll come across immediately in trying to make a link to a selection from your books is that the full web address where a specific selection of your books is displayed is likely to be long and complex. For example, I could tell customers about my own German WW2 aerial reconnaissance photos of English town and cities by saying ...

See my German WW2 aerial photographs at http://ukbookworld.com/cgi-bin/search.pl?s_i_DLR_ID=ww2invasion&s_i_author=&s_i_title=&s_i_keywords=aerial&s_i_publisher=

Although this address is correct, and the link really does work, this is clearly far too long and clumsy an address to type and display in an email.

The *YourOwnBookshop.com* personal website service mentioned in section 1 above has a built-in facility called *UKBookLink* which converts an impossibly long clickable link such as the above into something much shorter.

For example (and click on these links as if they were in emails sent to you to get an idea of the potential in clickable links):

See my German WW2 aerial photographs at www.ukbooklink.com/mmf7nk

Another example ...

Thanks for your purchase of the Lewis Carroll item. There's a list of some more Carroll titles on my own website at www.ukbooklink.com/xkx7ws

Or to a single book ...

We've got a rare 1946 American report on the Japanese WW2 Kaiten and Shinyo suicide craft at www.ukbooklink.com/xkx7gn

Using their free *UKBookLink* service, *YourOwnBookshop* subscribers can make as many of these effective clickable links as they want, whenever they want, direct to any of their books for sale. It's an easy process; if they have problems, or are unsure what to do, they have a help-file at www.ukbooklink.com/xkx5yq or can phone a UK help-line during normal office hours on 01904 631752.

This ability to send customers direct to see selections of your books without searching is powerful magic indeed with very large potential for your business, limited only by your own imagination and efforts.

Additionally, remember that sales resulting from doing this are commission-free (you could have saved £20 in commission charges on the last item above alone).

How to make simple clickable links if your personal website is run by another company

If your personal website is *not* provided by *YourOwnBookshop/UKBookWorld* with their free *UKBookLink* service, you should be able to make the same sort of short link as outlined above by using a public link-shortening service such as tinyurl.com or similar.

You'll have to work out for yourself precisely *which* pages within your personal website you want to send customers to and how to make a short link to that page. However, it's a very simple process once you get the hang of it and it's well worth learning how to do.

If you're really stuck, I'm always happy to help. Give me (Michael Cole) a ring sometime in York during normal working hours on my 01904 631752 landline with your computer open in front of you ready to go online and I'll talk you through what to do.

[Move on the next important item in this checklist](#)

6: Every business email should have a signature

Best wishes,

Michael Cole

The Clique: 1890-2010
UK booktrade information and services for 120 years

<http://www.Clique.co.uk>
<mailto:cole@clique.co.uk>
7 Pulleyn Drive, York, YO24 1DY
01904 631752

Additional costs: Nil

The signature at the end of every email you send out is the best piece of regular free publicity you can give yourself.

It really is a waste to finish every business email with just a few words such as "Best wishes, Jim". Apart from anything else the reader may not know who you are, what country you're in or how to buy something from you.

Every email signature should have at least one clickable link to your books

There's one single rule for selling books that you really *must* follow. **Every business email you send out should contain your business name and contact details, plus a clickable link to some of your books for sale, at the end of the email.** The link should also have a short description to tell your readers what they'll find by clicking on the link.

Irrespective of the main purpose of your email, a casual mention in your signature of some temporary feature of your business can be extraordinarily effective. If this week you've got books for sale on early agriculture, and next week books on the cinema, then use email signatures to discreetly let everyone you email know this.

Set up an automatic signature to go out at the bottom of *all* your emails enabling customers if they choose to go direct to selections from your books. Change the signature regularly to suit the recipients or selections being offered.

Note that the demonstration links immediately below don't actually work - these are merely suggestions for the sort of thing you could be saying in your signature

See our fishing book of the week at ww.MyWebsite.com

This week's special selection of 35 books on golf are at ww.MyWebsite.com

Specialising in old and rare books on cycling - ww.MyWebsite.com

Most importantly, note that all of the above sample links mention specific types or selection of books. There's little point, if any, simply giving your website address without any indication of what the reader will find by going there. Saying simply ...

See my old books at ww.MyWebsite.com

... doesn't provide any incentive to any reader to click on the link. Old books about what? *Every* bookseller has old books for sale. What's special about yours to make someone, anyone, want to go there to have a look, purely on spec?

If you don't know how to add automatic signatures to emails, look for "Signatures" in your email software "Help" file. You can then simply add a changing line of information containing a different link to suit any occasion.

Finally: It's good practice to always check that clickable links in your email signature work by sending an email with the signature to yourself and clicking on the links to see what happens.

7: But *what* customers? How do I find customers?



Additional costs: Generally nil; the main cost being of time and a little effort.

Each of the services below offers opportunity to provide carefully-worded clickable links to would-be customers to produce sales.

These brief notes hardly scratch the service of what it's possible to do to actively generate publicity and sales rather than simply passively relying on the listing websites such as *ABE* to find all your customers for you.

Email signatures:

The importance of email signatures has already been covered in section 6 above. However, it's really so vital that it's being stressed again now.

Set up an automatic signature with a clickable link to go out at the bottom of *all* your emails so that everybody you email is just one click away from seeing some of your books for sale on their screen. Change the link and its wording regularly to show different selections from your stock.

Ad hoc personal emails:

If you know that someone has an interest in some subject area - perhaps because they've just purchased a couple of books from you in that same area - then drop them a personal line giving them a link to your other titles on the same subject by saying something such as:

Thanks for your purchase through ABE of the Lewis Carroll item. There's a list of some more Carroll titles on my own website at www.ukbooklink.com/xkx7ws

Keep a record of actual or potential customers:

You can then contact them with news or offers at appropriate times. A gradually expanding mailing list should be one of the major assets of your business.

Issue regular email newsletters:

Newsletters are a more formal and structured variation of the above. Newsletters can take many forms - the newsletters issued by [Stella and Rose's Books](#) each month, or [Sheppard's Confidential](#) each week, are good examples of what can be done to keep your own customers in touch with what you have to offer.

Newsletters are very effective for long term development of your business although they generally require you to set up some sort of subscription form somewhere for customers to subscribe.

Let us know at www.UKBookNews.com if you yourself have a bookselling newsletter; we may be able to give you publicity on our [UKBookInfo blog](#).

Run a personal blog:

Many booksellers run blogs with some of them clearly having built up a reasonable following. If you're unfamiliar with the blogging world, search www.blogsearch.google.com for "booksellers" or anything else you're interested in to see the wide range of uses.

Very importantly, entries on blogs are indexed by Google so this is another way of ensuring that mention of your copies of a particular book or collection of books will show up on a Google search.

Let us know at www.UKBookNews.com if you yourself have a bookselling blog; we may be able to give you extra publicity on our own [UKBookInfo blog](#).

Twitter, Facebook, etc:

Twitter, *Facebook*, and other social networks can also play their part in building up a customer base. It's still early days for these type of sites but again an increasing number of booksellers are starting to explore the possibilities.

Just as with blogs, entries on *Twitter* are indexed by Google so this is another way of ensuring that mention of your copies of a particular book or collection of books will show up on a Google search. We ourselves have a small *Twitter* account at <http://twitter.com/UKBookInfo> which we're developing long-term for this very reason.

Let us know at www.UKBookNews.com if you yourself have a *Twitter* account.

I've no personal experience with *Facebook* although some businesses are reportedly putting it to good use.

Specialist newsgroups:

There are thousands of separate newsgroups on the internet covering such about every type of human interest and activity. And each newsgroup is by definition populated with people specifically interested in the newsgroup's subject area.

The website run by www.harley.com with its searchable list of these newsgroups could be an eye-opener for you. For example, if you've got a load of books on aviation, there are some 28 different newsgroups with members some of whom *may* be interested in hearing from you.

I say *may* as each newsgroup will have its own basic rules as to whether advertising is allowed or not and you really must adhere to those rules.

However, adding something sensible and interesting to a newsgroup discussion on (say) the equipment in children's playgroups, with a discreet signature on your postings mentioning "Specialising in old children's books" with a clickable link to your stock, could be well worthwhile.

The more you participate in general discussions on any newsgroup, the more other members will trust you as a useful source of material. Word-of-mouth is the best recommendation. You don't get that with *ABE*

Press releases to specialist magazines and newspapers:

Specialist newspapers and magazines can also play a large part in bringing you customers you wouldn't otherwise have found.

We ourselves recently purchased bought a fair quantity of German military books, documents and Luftwaffe aerial reconnaissance material published in Berlin between 1940 and 1943 relating to towns and cities right across England.

Having catalogued the items and set up an easy-to-reach webpage where they were all displayed, we sent an email press release about the collection to 100 English local newspapers. The press notice gave details of the historical background to the items, provided images which newspapers could use, and said that these items were listed for sale at www.ukbooklink.com/xkx6mh.

Around 10 local newspapers and 2 national newspapers ran the story either as a small feature or as a filler and we had, literally, hundreds of enquiries and many orders.

Local newspapers and specialist magazines are always looking for stories of particular interest to their own readers so don't overlook the potential here for free publicity.

You need to provide some interesting angle, a peg on which a story can be hung. Merely having some books for sale in the general subject area covered by the newspaper or magazine isn't newsworthy in itself.

Let us know at www.UKBookNews.com if you come across anything particularly interesting as we may be able to give you some publicity.

A general comment on publicity and promotion:

The possibilities of finding customers *outside* the obvious book-collecting world are endless. Don't assume that merely because your books aren't selling on *ABE* that they're unsaleable elsewhere.

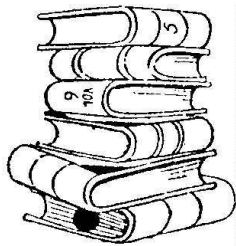
The buyer for your old book on (say) 1920s aviation in Lancashire may not be an avid collector of Lancashire local history books but someone at a Lancashire flying-club who's never bought an old book before in his life.

Sending a personal email to the secretary of the flying club mentioning the book could well turn up such a customer.

Above all, abandon the mindset that the only people who buy old books are already devotees of *ABE*, *Amazon* and the like. There are thousands of potential customers out there who have never *heard* of *ABE*, and have never used *Amazon* or visited a book fair or secondhand bookshop. In short, look for publicity, *any* publicity, anywhere you can think of.

[Go to additional things to consider](#)

8: Additional things to consider



There are several other steps you can take to increase the overall effectiveness or appeal of your online books-for-sale listings.

Some of these suggestions may not apply to the particular type of business you run or books you sell. However, don't simply disregard any of them. Each of them is well worth considering.

A. Give customers the option of paying you with *PayPal*

Additional costs: Very little, if anything, over and above your existing costs of processing payments. Any additional costs will be more than offset by an increase in sales.

For those who are unfamiliar with *PayPal*, it's a service whereby customers are able to use their credit cards to make secure payments to small businesses they may not have dealt with previously. *PayPal* gives your customers the additional option of paying direct by credit card to *PayPal* who then transfer their payments less a maximum commission of about 3.5% direct to your banking account.

PayPal's 3.5% rate is on a par with that of the majority of credit card processing companies.

An increasing number of bookbuyers worldwide expect booksellers running their own personal and independent websites to offer *PayPal* as a payment option.

This is so, even when the sellers are able to process debit/credit cards themselves. Many customers are understandably reluctant to entrust their card details to unknown and geographically-remote booksellers. Indeed, some customers won't buy from *any* small business if they don't offer *PayPal* .

In our own case, we reckon that our overall annual sales went up by an immediate 10%-15% once we started offering *PayPal* as an option even though we already had our own credit card processing facility.

Security is not the only reason why many buyers choose *PayPal* over card payments direct to the bookseller, or cheques; convenience, familiarity or simplicity of use can be the deciding factor for individual customers.

All in all, for whatever reason, offering *PayPal* as a payment option clearly makes life easier for a worthwhile proportion of potential customers.

Learn how to make life easier for *your* customers at www.PayPal.co.uk

B. Give dimensions of books in inches or centimetres. And the number of pages.

Unless you are handling genuinely rare and antiquarian books and are offering them to customers who prefer the traditional cataloguing terminology of *8vo*, *4to* and *folio*, give the actual dimensions in inches and/or centimetres.

For much the same reason, always give the number of pages and the number and type of illustrations. If you're asking someone to pay you £40 for an old book, it's reasonable to tell them from the outset whether they're getting a simple 32 page pamphlet or a substantial 360 page well-illustrated volume.

Also it's probably better most of the time to drop the old-fashioned "*360 pp*", which may not mean anything to the man on the street, in favour of "*360 pages*".

To sum up, cataloguing a book as being "*8 x 5 inches, 20 x 13 cms; 296 pages; 16 full page photographs of elephants*" gives 100% of your readers an accurate picture of the nature of the book you're asking them to buy. Saying "*8vo, 296pp, illustrated*", or even simply "*8vo*", doesn't mean much to many modern readers and potential buyers.

C. Always give the date, or approximate date, of publication.

Most booksellers will clearly state the date of publication. However, if the book *isn't* dated, say so. And give an approximate date.

"*Not dated*" merely tells the reader that the book could be anywhere between 1800 and 2010 and suggests that it might even be a modern reprint edition. "*Not dated, probably 1920s*" or "*Not dated, about 1975*" gives them a fairly accurate idea.

D. Briefly describe the contents

However well you describe the physical appearance of a book, it's worthwhile asking yourself whether a typical reader going through your list of books will know what the book is about solely from the title.

Don't assume a potential buyer will already know of the book's existence if it's not highly sought after and valuable.

If the title of a £30 book you're trying to sell doesn't make clear the general subject area, a few words saying something such as "*Reminiscences of a rubber plantation manager in Malaya in 1910*" could make all the difference between selling the book and *not* selling it.

E. Provide illustrations of your books



Most books-for-sale websites, whether *ABE* or your own personal website, will allow you to display at least one illustration of each of your listed books.

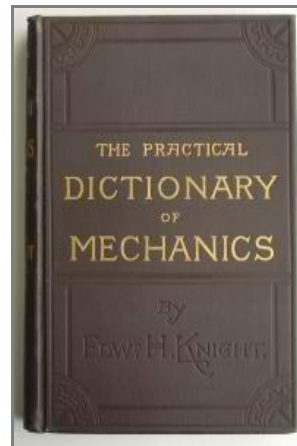
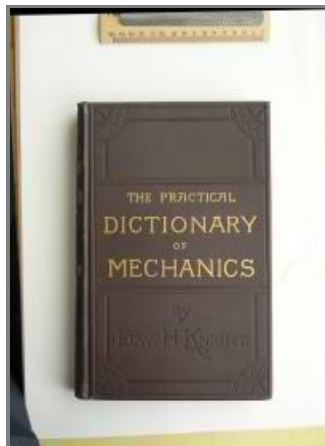
Unless there is really good reason not to, *always* provide an illustration of every worthwhile book you offer for sale.

Doing this serves two separate purposes. Firstly, illustrations attract the reader's eye. You'll sell more books simply because more people will notice them.

Secondly, they give readers a much better idea of what they're buying. A *picture is worth a thousand words* may be a cliché but that's because it's true.

Any inexpensive low-spec, digital camera will do the job. The photos on this page were all taken with a six-year old £12 secondhand *Lumix DMC-LC80* camera.

It's also useful to have some simple picture-editing software on your computer so you can crop out the unwanted margins of any picture you've taken, as, for example, the image on the right below, cropped from the image on the left.



A couple of useful tips are, firstly, to photograph a book flat on a sheet of white paper as in the left-hand image above and, secondly, whenever possible, *don't* use flash – natural daylight gives much better results, without glare.

It can also often be useful to include some sort of scale in the image such as the six-inch ruler seen in most of the images at our www.UniqueOrRare.com website.

Finally, if anyone wants any more help on images, or on any aspect of this checklist, give me (Michael Cole) a ring sometime in York during normal working hours on my 01904 631752 landline.
