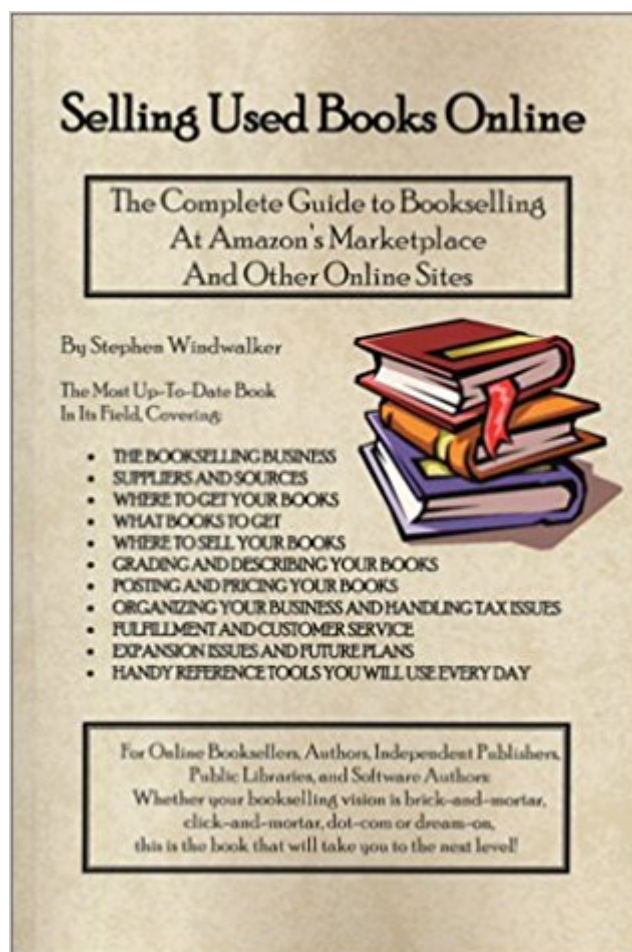


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# Selling Used Books Online: The Complete Guide To Bookselling At 's Marketplace And Other Online Sites



## Synopsis

Book Description Selling Used Books Online is a comprehensive how-to bible for America's newest and fastest growing group of entrepreneurs, the sellers on Marketplace and other online venues. Author Stephen Windwalker, a successful online seller himself who has also operated a brick-and-mortar bookshop, provides a treasure trove of up-to-date information with verve, clarity, and wit. founder Jeff Bezos has reported that the number of third-party sellers on his company's website grew from over 100,000 in the fourth quarter of 2001 to over 150,000 in the first quarter of 2002, and roughly one-third of these appear to be entrepreneurial sellers who are operating full- or part-time businesses in competition with each other, with , and with very large Marketplace sellers such as Powell's, the Strand bookstore, and Alibris. For these 50,000 entrepreneurs, Selling Used Books Online will be a powerful business resource that will help them level the playing field, stay in business, and prosper. Selling Used Books Online meets the needs of booksellers and business readers who want to stay current on market changes, best sources, insider's tips and tactics, and best practices, and is also a essential addition for public libraries, the small business and entrepreneurship market and related agency and educational markets, and publishing industry and bibliophile readers. Back matter includes several useful appendices that online booksellers will use on a daily basis: a glossary, a list of standard bookseller abbreviations, a casual bibliography of resources on bookselling and collecting, and an online bookseller's "Rolodex." The Most Up-To-Date Book In Its Field, Covering: Â THE BOOKSELLING BUSINESSÂ SUPPLIERS AND SOURCES Â WHERE TO GET YOUR BOOKS Â WHAT BOOKS TO GET Â WHERE TO SELL YOUR BOOKS Â GRADING AND DESCRIBING YOUR BOOKS Â POSTING AND PRICING YOUR BOOKS Â ORGANIZING YOUR BUSINESS AND HANDLING TAX ISSUES Â FULFILLMENT AND CUSTOMER SERVICE Â EXPANSION ISSUES AND FUTURE PLANS Â HANDY REFERENCE TOOLS YOU WILL USE EVERY DAY

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For Online Booksellers, Authors, Independent Publishers, Public Libraries, and Software Authors: Whether your bookselling vision is brick-and-mortar, click-and-mortar, dot-com or dream-on, this is the book that will take you to the next level!

There are a lot of mixed reviews on about the author of this book, Stephen Windwalker. Some take issue with his prose, others with his content, but the most damning argument I have heard yet is the claim that his writings are unhelpful, and that they can be reduced to mere self-promotion. You may notice the few other Kindle books written by this author during an search; some insist that these are useless fluff pieces created for the author's own financial benefit. I couldn't disagree more. This title (173 pages long) is a very useful and informative guide to the basics of online bookselling. It is full of useful anecdotes, suggestions, and explanations based on the author's personal experience. If you have just started selling on or eBay and you would like the advice of a seasoned seller, in my opinion, Stephen Windwalker is a very qualified consultant. I have been selling used books and music for years, but I still discovered many new things while reading this text. I found his prose very light and enjoyable to read. His writing style is very different from the bland 'how to guide' style one might expect. I could immediately tell that his motivations for becoming a bookseller sprang from his devout love of books, which is something I feel any bookseller needs to have before tackling this business. He warns of the financial dangers that can result from uneducated attempts at online selling, but maintains an encouraging tone throughout the text. Finding, buying, listing, and selling

used books can be great fun for those who love literature, so why not mention that in the text? Some have seen Windwalker's excited attitude as advertisement-like promotion of /Kindle products, but real book-lovers will understand where he is coming from. The author instructs readers on how to set up accounts, print shipping labels at home, and deliver services efficiently and effectively. He includes links to many different websites that will help sellers find books, buy packaging materials, organize their inventory, and more. There is a glossary of bookseller-related terms, advice on how to correctly list the condition of a book, and excellent information on insurance and tax issues. All of this well organized and described in detail, without going into the territory of boredom. Stephen reveals many helpful strategies for selling books online, but most importantly he relates many of his own experiences that readers can learn from. He encourages sellers to befriend their local post workers and librarians, how to scout estate sales and organize book fairs, and how to gain advantages in your local market. His customer service advice will definitely come in handy when opening your store to the market. All of these tips are invaluable to growing your business, and they help you to understand your role in the community as a seller of books. The Kindle version of this book is only \$4.99, and I can tell you that I have already saved ten-times that amount after implementing some of the author's suggestions (associatedbag.com is great for packing materials). This is a must-read for people who want to be successful at selling books.

This book is a must read if you are contemplating selling used or new books on the .com Marketplace, or elsewhere. Mr. Windwalker has taken the basics of bookselling and compiled it into an easy to read manual, that is akin to having a personal coach by your side. The resources alone are worth the price of the book, but there is so much more. He clearly explains the steps required to be successful in the bookselling business, as well as the pitfalls to be avoided. Every facet of the business is covered, including important information on providing top notch customer service. I would recommend reading the book once for an overview, then reading a second time with highlighter in hand.

How to sell books - (new & used) online is a decent book - but doesn't use examples or anything to thoroughly document itself.

as I said...ok

Incredible book - Selling on is not all that simple - I have read this book from cover to cover, and will

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I have been selling my old books on line at ebay and half com for awhile now and thought an online book store sounded like a good idea. I thought that I would seek some expert advice and in doing so purchased *Selling Used Books Online* by Stephen Windwalker. This book has proven to be an excellent choice. While some of the information is a bit dated, overall it is a very good book. It doesn't sugar coat the book selling business and make it seem like a wonderful and easy way to make a living. Mr. Windwalker gives you the good with the bad and shows how selling used books requires a lot of work and a lot of knowledge. This book has helped me tremendously in my attempts at making money selling used books. Not only has it helped with my book selling but it has made me more aware of what to look for in my book buying. I highly recommend this book to anyone who thinks they can just go online and get rich selling used mass market paperbacks.

I have enjoyed this little book. As someone who is exploring the idea of a home business, I find it very helpful. He gives, I think, a very realistic idea of the amount of work and money involved in starting a small business at home selling books online. Although the online world changes so quickly, I find, as we transition from 2002 to 2003, the information is still relevant. I would like to see more information on tax issues. I will definitely have to search for a book or two on that subject.

I'm not sure everyone fully appreciates the writing ability (and vocabulary) of Mr. Windwalker. How many other book sellers know the meaning (and practice) of "Arbitrage" or "sine qua non" ? (Arbitrage means taking advantage of gaps between bid/sell prices in different markets; sine qua non means "the thing that you absolutely must have.") A very useful book--and lots of fun to read! A few ideas for future editions: 1) Provide more complete discussion of Z-shops, and ways to achieve good placement. 2) Provide more complete discussion of tax issues. There was only a very sketchy discussion of IRS schedule 'C'. Altogether, well worth the money. I'm glad I bought it! I hope there is more to come from Mr. Windwalker.

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