

December 31, 1981

Dear

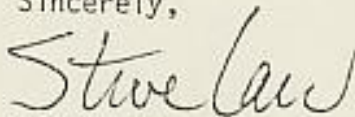
Enclosed you will find a description of the Bookseller Service Project. You are invited to participate in this project as a local distributor. If you are not interested, but know of another dedicated reader in your study group or area who might be interested, please pass this information on to them.

We need volunteers who are willing to provide the service of a local distributor in as many cities as possible. You are encouraged to participate and/or to write or call me with any questions or suggestions. I hope to hear from many of you in the near future.

As I receive letters or calls from prospective volunteers, I will set up a date to visit the city and contact bookstores and health food stores to initially place copies of The URANTIA Book and Concordex on consignment. Following this, the local distributor will be responsible for contacting the stores periodically and re-supplying them with books as necessary.

This project was started because many of us feel it is important for the books to be more widely available through bookstores. The project has been set up in Birmingham and Tuscaloosa, Alabama and Memphis, Tennessee. In December, 1981, out of 45 bookstores in Birmingham, none had the book in stock and only 3 (B. Daltons) said that they normally stock the book. In Tuscaloosa, only one bookstore stocked the book and this due only to the persistence of a local reader. If you believe that the book should be more widely available and visible in bookstores, please join us in providing this service.

Sincerely,



Steve Law
Project Director, Bookseller Service Project
P O Box 161
Southaven, MS 38671
601/342-1611

BOOKSELLER SERVICE PROJECT 1981/1982

PURPOSE: To make THE URANTIA BOOK more widely available through independent booksellers in the Mid-South area and to research the bookselling industry and its relation to marketing and distribution of the book. The Mid-South area is defined as cities and towns lying within a 500 mile radius of Memphis, Tennessee.

GOALS: (1) To place 500 copies of THE URANTIA BOOK in approximately 200-225 bookstores on a consignment basis and to effect necessary distribution and accounting procedures to ensure continued supply as books are sold; (2) to research present distribution and marketing practices using data obtained from booksellers in order to assess how these practices impact on the availability and sale of THE URANTIA BOOK; (3) and to provide for increased sales of the book by making the book more readily available through independent booksellers.

OBJECTIVES: (1) To place copies of the book in bookstores by personally contacting booksellers and arranging a consignment agreement by which two books will be "loaned" to the bookseller for display and sale.

(2) To set up necessary distribution and accounting procedures. This will include contacting readers of THE URANTIA BOOK in metropolitan areas to enlist their services in maintaining ongoing distribution once books are placed on consignment.

(3) To gather statistical data from independent booksellers relating to inventory and sale of the book (Please see Bookseller Questionnaire).

GENERAL DESCRIPTION: The Bookseller Service Project is an experimental service project and as such its design and process are subject to evaluation, change, re-evaluation, etc. The project is to be set up over a 12 month period between November 1981-1982. The project will continue as long as local readers continue to be willing to provide the service of distributing THE URANTIA BOOK to "project" bookstores or until more adaptive distribution practices are initiated through more conventional channels.

Harry McMullan, through Asoka Books in Oklahoma City, has agreed to provide 500 copies of THE URANTIA BOOK for placement in bookstores on a consignment basis. Clyde Bedell has also offered copies of the CONCORDEX for placement. 400-450 copies of each book will be placed in 200-225 bookstores. The remaining books will be used as reserves for the local distributors. Prior to placement of books in bookstores, local readers of THE URANTIA BOOK in cities in the Mid-South will be contacted and asked if they are willing to serve as local distributors. Once a local distributor is found, booksellers in the area will be approached by the Project Director, Steve Law, and asked to accept 2 copies of THE URANTIA BOOK and CONCORDEX on consignment (Please see Consignment Agreement). Research data will be obtained from the bookseller at this time.

The bookseller will be asked to notify the local distributor via post card (Please see sample copy of post card which will be attached inside the front cover of every book) when a book sells. The local distributor will go to the bookstore within 15 days, collect 60% of the standard retail price of the book sold (plus postage), and supply one book for each book sold. The local distributor will be responsible for sending the money and the name of the bookstore

which sold the book to the project director. The project director will maintain the accounts for local distributors and be responsible for re-supplying them with books. The project director will also be responsible for the overall operation of the project and recovery of all books when the project is terminated.

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12/4/81

RESEARCH QUESTIONNAIRE

Date: _____

Bookseller: _____

Manager: _____ Telephone: () _____

Address: _____

1. Does the bookseller usually stock THE URANTIA BOOK? How many copies? _____
2. Who supplies the bookseller with the book? _____
3. Where and how is the book displayed? _____
4. Approximately how many inquiries about the book in the last 12 months? _____

The following questions relate only to booksellers who do not stock the book:

5. Will the bookseller special order the book? _____
6. Would the bookseller like to be able to special order the book from Ingram? _____

Comments: _____

7. What factors determine whether or not the bookseller will stock the book? _____

8. How do discount, return, and freight policies effect the booksellers decision to stock the book? _____

9. How does the bookseller view STOP ordering? _____

10. What can the publisher do to help the bookseller decide to stock the book? _____

CONSIGNMENT AGREEMENT

Date: _____

The undersigned Bookstore hereby accepts the quantity of _____ copies of THE URANTIA BOOK on consignment on the following terms and conditions:

- 1) Bookstore agrees to suitably display the books.
- 2) Bookstore agrees to notify the local representative of Asoka Foundation via post card when a book sells (post cards are provided by the local representative and are located inside the front cover of each book).
- 3) Bookstore agrees, upon the sale of any such consignment book, to pay Asoka Foundation the sum of \$21.30 representing the \$20.40 wholesale price, plus \$0.90 freight.
- 4) This agreement may be cancelled by either party at any time. Upon the return of all books left on consignment with the Bookstore by Asoka Foundation, or payment as set forth in 3), the parties shall have no further obligation to each other.

Asoka Foundation
P O Box 161
Southaven, MS 38671
(601) 342-1611

_____ Bookstore

Address: _____

_____ Local Representative

Telephone: () _____

Address: _____

Telephone: () _____

CONSIGNMENT AGREEMENT

Date: _____

The undersigned Bookstore hereby accepts the quantity of _____ copies of THE CONCORDEX OF THE URANTIA BOOK on consignment on the following terms and conditions:

- 1) Bookstore agrees to suitably display the books.
- 2) Bookstore agrees to notify the local distributor via post card when a book sells (post cards are provided by the local distributor and are located inside the front cover of each book).
- 3) Bookstore agrees, upon the sale of any such consignment book, to pay Steve Law (checks payable to Steve Law should be given to the local distributor) the sum of \$8.15 representing the \$7.20 wholesale price, plus \$0.95 freight.
- 4) This agreement may be cancelled by either party at any time. Upon the return of all books left on consignment with the Bookstore by Steve Law (or the local distributor), or payment as set forth in 3), the parties shall have no further obligation to each other.

Steve Law
P O Box 161
Southaven, MS 38671
(601) 342-1611

Bookstore
Address: _____

Local Distributor
Address: _____

Telephone: () _____

Telephone: () _____

Steve Law
P O Box 161
Southaven, MS 38671



Domestic Rate

Date:

To: _____ (Local Distributor)

From: _____ (Bookseller)

We have sold a copy of THE URANTIA BOOK / CONCORDEX
which was placed here on consignment. We would like
to receive a replacement copy and pay you for the
book we sold. Thank you.

BOOKSTORE QUESTIONNAIRE

1. Does the person contacted order the books?
2. From this description, would you carry this type of book in your bookstore?
3. Do you carry a book entitled The URANTIA Book?

OUT OF 50 QUESTIONNAIRES:

35 answered YES to Question #1.

12 answered NO to Question #1.

21 answered YES to Question #2.

26 answered NO to Question #2.

17 answered YES to Question #3.

33 answered NO to Question #3.