

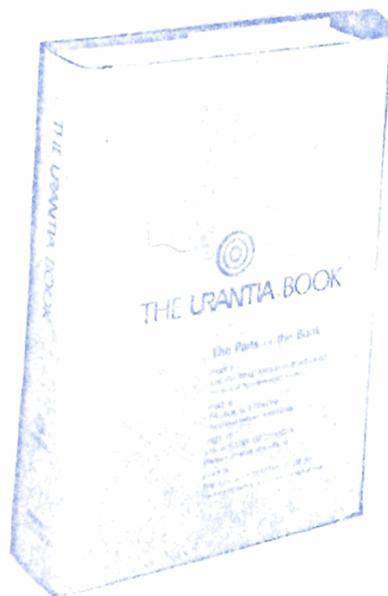
# Adopt -A-Bookstore

1991-1992

A project presented by:

## The Fellowship

for readers of *The Urantia Book*



# Adopt-A-Bookstore

A procedure for providing bookstores with *The Urantia Book*.

By Paula J. Thompson

Note: The following outline was derived from my experience with numerous bookstores. It could be adapted to someone who wishes to service just one bookstore. They would simply pick a store and service it.

## I. Getting started.

- A. You will need a telephone, a notebook, a desk or table, and a place to file notes.
- B. Get a telephone yellow page directory for your locality.
  - 1. Find the listing for bookstores that sell new books.
  - 2. Look for certain bookstores who might carry *The Urantia Book* and make a notation of them. They are:
    - a. Large independent bookstores.
    - b. New Age/Metaphysical bookstores
    - c. Appropriate church bookstores (Unity, Science of Mind, etc.)
    - d. Small bookstore chains
    - e. Large chain stores such as Walden, B. Dalton and Crown.

Some local chain operators are unable to make purchasing decisions. Frequently, purchasing is done on a national level and must go through strict channels. Check your large chains and determine the appropriate approach which may include nothing at all. Fertile soil exists with independent chains who know of the book, want the book, and will support it with secondary works as well as study group referrals and other useful reader services.

- 3. Avoid bookstores who would never carry *The Urantia Book* like Fundamental Christian bookstores, Bible bookstores, rare book bookstores, and comic bookstores.

## II. Making contact.

- A. Start at the top of the list in the yellow pages and work your way down.
  - 1. You should have already eliminated many stores.
- B. Write down the name and phone number of each store as you call it.
- C. Ask the person who answers if they carry *The Urantia Book* and wait for their reply.

It should be noted this procedure is based on what worked best for me, and is offered only as a guideline for others. I feel it is important for each person to be comfortable with their own style of service and allow the Spirit to work through them in new and creative ways.

D. The question of whether or not a store carries *The Urantia Book* will lead to a variety of responses. These are the responses I've heard most often.

1. "Will you hold for a moment while I check" Followed by "No, I don't have it in stock, but I can order it for you," or "No, I'm sorry, that book is no longer available," or "Yes, I have one left on the shelf. Would you like me to hold it for you?"

Every response along these lines opens the door which leads to you asking about their carrying *The Urantia Book*. Now you and the Spirit can go to work.

E. Explain why you called.

1. After one of the above responses I typically say something like..."My name is Paula Thompson and I represent a network of *Urantia Book* readers in this area. We are aware of a distribution problem with the book. We know the publisher of *The Urantia Book*, Urantia Foundation, is currently re-evaluating their distribution policies and you (at least for the time being) will not be able to re-order the book from your regular distributor. I am here to offer you an alternative way to keep the book on your shelf, and am willing to provide you with *Urantia Books* either to buy outright or on a consignment basis, if you prefer.

F. Who are you talking to?

1. At this point in the conversation you should ask who you are speaking to. They will either respond as an owner/manager, or they will say they can't make a decision and you should talk to the person who can.
2. This is your opportunity to learn who this person is, and when is a good time to reach the buyer. Be sure to make a note of this on the bookstore list you are compiling.
  - a. You may find, as I did, if you wait to tell your story to only the person responsible, you may not learn who that person is or when you should call them.

I am thrilled to report nine out ten New Age/Metaphysical bookstores were delighted to hear from me and jumped at the chance to have me service their stores in this manner. In fact, most stores were having difficulty getting the book. Some had as many as seven special orders stacked up from people waiting to get a copy. One grateful store owner told me, "I wish you had called me yesterday, I turned a customer away just this morning."

G. A negative response.

1. Occasionally you will get a negative response to your question of whether the bookstore carries *The Urantia Book*. I didn't dwell on bookstores who don't want it. I found far too many splendid stores who were very thankful to have it. Some stores (after a brief introduction) were willing to look at the book and reserve judgement. So be ready to give a good brief introduction if asked.

### III. Buying books for bookstores.

1. Urantia Foundation issued a policy stating they will allow you to buy five *Urantia Books* a year at the price of \$20.40 each, plus shipping. Their address is 533 Diversey Parkway, Chicago, IL. 60614, phone (312) 525-3319. In order to support the bookstore you adopt, you'll want to buy those five books directly from Urantia Foundation. Before your five books run out, you might ask your spouse, friends, neighbors, or study group associates to order five books from Urantia Foundation.
2. The second way for you to provide books to your adopted bookstore is to help the store order *Urantia Books* from Urantia Foundation. You go into the bookstore, give them a check for the books they are ordering from Urantia Foundation. They in turn send Urantia Foundation their own check for those books. When the books sell, the store pays you back. In other words, you finance the inventories, but its not your check Urantia Foundation receives. It's the check from the bookstore. (See Contract A enclosed)

We recommend you insert Fellowship literature into all *The Urantia Books*. Bookmarkers will be available to you with The Fellowship's name and address as well as quotations from the book. The markers help new readers find references on popular subjects that interest most searchers. It would be good to insert these into the books to make it easier for new readers to find The Fellowship and to understand *The Urantia Book*.

### IV. Now that your adopted bookstore wants *Urantia Books*.

- A. Find out what quantity they will need.
- B. Once a bookstore decides they want to order, there are three ways you can proved them with books. They are:
  1. Take the books out of the inventory you purchased directly from Urantia Foundation and place these books into their store on consignment. Consignment means you "loan" them books until the books sell. Once they are sold, the store will give you the money they owe you for the book you loaned on consignment. (See Contract B enclosed)
  2. Sell your books for cash. Selling for cash versus consignment is the simplest method of supplying books. If you do sell for immediate cash, promise the bookstore you'll buy back any books that don't sell. Give them a money-back guarantee.
  3. Help them order from Urantia Foundation. There is some risk in having them order from Urantia Foundation because the Foundation arbitrarily ships some stores and refuses orders to others. Benefits accrue to all of us if the store orders directly because that means more books in circulation. If you are only allotted five books a year and your store orders twenty or thirty a year, you'll struggle to find books. So if the store orders from Urantia Foundation, great.
- C. Set up a time to deliver.
- D. Ask if they have a bulletin board and/or pamphlet tables to place literature upon.
  1. All of the stores I have adopted gladly allow you to post events and leave literature.

2. The Fellowship has inexpensive literature for this purpose. Other groups also have a great deal of literature available for new readers.
- E. Ask to leave a list of study groups, Area Coordinator tear-pads, and contact names for new readers. Most store owners and managers are glad to offer this service to their customers. In fact, I have had the opportunity to answer some intriguing questions store owners have had about *The Urantia Book*. In several cases, I felt sure they had renewed their interest in reading it.

## V. Delivering the goods.

- A. Prepare the complete package of goods before you visit the store.
- B. Have a simple 3 part sales receipt book with you to record the sale.
  1. Remember to note on the receipt if it is consignment or direct sale.  
(See Insert C)
  2. Be sure to get the owner's signature on consignment sales.
  3. Before you leave the store, be sure you have left the appropriate lists and literature. Also, make sure the store knows how to contact you for more books and/or for other information.
- C. Follow up with scheduled calls and visits.
  1. Keep a current file on the store with all the pertinent information, including:
    - a. store name, mailing address, phone number, and business hours
    - b. name of manager, owner or buyer, and geographical location
    - c. number of books ordered and number sold
    - d. dates of your phone calls and personal visits

## Conclusion:

Now that you have embarked on this service adventure, I hope you find, as I have found, the tremendous rewards of this type of outreach. You should find you have established a new and important relationship with each bookstore you service. The potential for growth is so astounding that I find myself wondering why we haven't been doing this all along.

God's speed in this service adventure and thank you for your desire to love in this way. Together we will illustrate that the Fifth Epochal Revelation spreads by the children of the evolving SUPREME, by and for each other.

Yours in eternal joy and endless peace,



Paula Thompson,  
Member, Domestic Extension Committee

**Optional  
Contract A**

\_\_\_\_\_, 1991

(Bookstore)

(Address)

Dear \_\_\_\_\_:

This letter documents our understanding that you will order \_\_\_\_\_ copies of *The Urantia Book*. Attached to this letter is a check made out to (Bookstore) in the amount of \$\_\_\_\_\_. The funds from this check will be used to purchase these books from the publisher at the the following address:

Urantia Foundation  
533 Diversey Parkway  
Chicago, IL 60614  
(312) 525-3319

When each one of these books is sold, you'll send me a check in the amount of \$22.40 per book. My address is:

(name)  
(address)

I am facilitating your book order in an effort to increase distribution of *The Urantia Book*, but I do not represent the publisher. Thank you for your help.

Sincerely,

(Name)

**Contract B**

\_\_\_\_\_, 1991

(Bookstore)  
(Address)

Dear \_\_\_\_\_:

This letter is evidence of my placement of \_\_\_\_\_ copies of *The Urantia Book* for sale on consignment in your store. When each one of these books is sold, you'll send me a check in the amount of \$22.40 per book. My address is:

(Name)  
(Address)

If these books have not been sold within one year, I will pick them up. I am placing these books with you in an effort to increase distribution of *The Urantia Book*, but I do not represent the publisher. Thank you for your help.

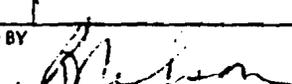
Sincerely,

(Name)

Store Name	BOOKS LEFT ON CONSIGNMENT	BOOKS BOUGHT OUTRIGHT	BOOKS ORDERED Direct U.F.	Qty Books Sold	Qty Still IN Stock	Date Delivered
Tattered cover			25	9	16	Aprx 4-1-91
Higher shelf	1	0	0	0	1	3-7-91
ISIS	2	2	0	1	3	3-1-91
OPEN DOOR	2	0	0	0	2	3-7-91
JOURNEY	0	0	0	0	1	Already in stock
Nic Nac Nook	2	0	0	1	1	3-7-91
Colo Psychic GR	0	5	0	1	4	3-5-91
Metaphysical	5	0	0			3-1-91
Together Books	2	2	0	1	3	3-14-91
Tea leaf	1	0	0	0	1	4-12-91
Twelfth Hs	0	0	0	0	1	Already in stock
Timothy's	3	0	0	1	2	3-7-91
Enchanted Rainbow	0	0	0	0	1	Already in stock
Stage house				0	1	" "
COVER TO COVER	0	1	0	0	1	4-12-91
Lighthouse	0	5	0	0	5	4-12-91
Emerald ROSE	1	0	0	0	1	3-13-91
LEFT HAND	1	0	0	0	1	3-13-91
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Paula	X		X			
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