

# Lushena Books, Inc.

*Mind Power the Way of the Future*

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## **UPON RECEIVING YOUR ITEM**

Thank you for submitting your item to Lushena Books, Inc. for distribution, we will provide you with our services as mentioned in our contract, however please note the following limitations.

**1. Lushena Books, Inc. is not a marketing agency, we will do our best to place your items in our different outlets. Upon receiving your item, the following steps will be taken.**

a. Your item will be added to Amazon.com, Amazon.com third party seller, ebay.com, and Lushenabks.com

b. Customers in our database will be notified via email blast, of your item. Please note that Lushena Books, Inc. does not make individual sales calls to our retail stores regarding your item. However, upon speaking with any of these stores, your item will be mentioned as a new item in our inventory. Your item will also be featured on our "In stores this month" section of our webpage.

c. Your item will be submitted to Barnes and Noble for their approval. Upon their approval, your item will be sent to the book buyer for review. Please note that we must have a sample copy of the book along with your marketing plan before we send the item to the book buyer.

**2. Lushena Books can also provide you with the following options to market your item:**

a. Based on your location in the U.S. we will provide you with contact phone numbers for retail stores in your region. These retail stores all do business with Lushena Books. The purpose of this call would be to introduce yourself and your item to the store, you should also let them know that the item is available through Lushena Books, Inc.

- b. We offer a Direct Mailing Marketing for customers who have purchased in either our website, or any of our other online stores. Currently our mailing lists consist of over 15,000 emails, this email blast would target your item specifically and be sent directly to their inbox. The fee for this mailing blast would be \$25.00 and the amount would be deducted from your account balance.
3. **Baker and Taylor supplies both Borders, and Walden Books amongst other retailers, if you are not set up with B&T Lushena Books will do the following:**
- a. Your title will be submitted under our Baker and Taylor account, with your Imprint (Publishing Name). Before this can be done, a Baker and Taylor form will be sent to you so you can sign and acknowledge Lushena Books, Inc. as an official distributor of your Publisher's items.
- b. The set-up time for Baker and Taylor is around 3-4 weeks, this means that in that time, the Baker and Taylor book buyer will let us know if your item has been approved, and whether any orders will be placed.
- c. If Baker and Taylor approves your item, it does not guarantee any orders being placed for your book. Being approved means that Baker and Taylor will add your item to their database. Orders will be placed based on their information and demand in the retail sources.
4. **Adding your item to Ingram, and what it does for you.**
- a. Ingram Book Group is a distributor who supplies retail stores, libraries, government facilities and more. By adding your item to Ingram, we increase the availability of your item to those retail stores that we cannot reach.
- b. In order to be set up with Ingram, a Bowker-link.com instructional document will be sent on what needs to be done prior to submitting your item to Ingram. A \$50.00 setup fee will be charged on your account upon approval of your item, a copy of this fee will be emailed to you for your records.
5. **Other outlets for your item.**
- a. Lushena Books, Inc. prides itself in having several outlets for your item, and believes in word of mouth as being one of the most effective methods to market your item.
- b. Lushena Books have a strong mail order business which constitutes of an Inmate Business which contributes to the sales of your item. We have been in the Inmate business for over 10 years, and have been supplying them with items as well as their relatives. Depending on the type of book you have, this business may be something that will benefit you, if you feel that you can benefit from this you can contact us regarding a direct marketing for the inmates focusing your item.

# FAQ'S:

**PLEASE REFER TO THIS DOCUMENT  
BEFORE CONTACTING LUSHENA BOOKS, INC.**

**Baker and Taylor approved my item, why is it not in any Borders around my area?**

*Although Baker and Taylor approves your item, it does not guarantee that they will place an order. B&T uses the information from their retail sources to make a decision on how many to purchase and where to place the copies. If Baker and Taylor does buy copies of your item, they most likely will place the items in a Borders or Walden Books near the author's home. **This also applies to Barnes and Noble Stores.***

**I want to schedule a book signing/appearance in a Barnes and Noble near my home, what do I need to do?**

*If Barnes and Noble approves your item, a special event can be scheduled if we are given 60 days notice. A "Special Event" letter must be filled out and sent to us, we will then relay that to our Barnes and Noble buyer to schedule the signing. **Please note that Barnes and Noble may select the date of the event, based on their discretion.***

**I would like to schedule a book signing/appearance with a retail store, can Lushena Books, Inc. set that up for me?**

*No, Lushena Books, Inc. will not set up any book signing for any event. We can however, provide you with the contacts for the area in which you are interested in having the event.*

**My book has been sold to Barnes and Noble, can you tell me which stores they placed the item in?**

*No, Barnes and Noble control their inventory and it does not supply Lushena Books, Inc. with that information. Barnes and Noble generally likes to keep the items near the authors home, however the final decision is at their discretion. Keep in mind that the books purchased may also go towards online orders as well, not just in store orders. **The same applies for Baker and Taylor orders.***

**My Book image is not appearing on Amazon.com or Barnes and Noble.com**

*Lushena Books, Inc. will submit your item to Amazon.com and Barnes and Noble.com, if you are not set up with any of these account we will have control on these issues. Please note that Lushena Books cannot make any changes to your item if it was not originally submitted by us. Upon receiving the item Lushena Books' staff will submit your item to Both Amazon and Barnes and Noble, within a 3-5 day range the information should be live on their site. Should your item not have this information listed, please contact us at*

[lushenabks@yahoo.com](mailto:lushenabks@yahoo.com) and changes will be made within 2-3 days. **Please note that Amazon and Barnes and Noble uses their discretion to place your item in a certain category, next to an item that they feel will sell well together, Lushena Books, Inc. cannot control or change any of these practices.**

## **My item sold 30 copies this month, why am I only getting paid for 10?**

*Please refer back to our original Contract which clearly indicates that Lushena Books, Inc. will only pay you for the sales to retail stores, and other retail outlets such as web orders, or mail orders. Items that have been sold to Barnes and Noble, Baker and Taylor, Ingram, and Amazon will be paid **121 days after the original sales date**. The reason you are only getting paid for 10, is because the other 20 were sold to one of the companies listed above, therefore your payment will be made 121 days after the sales date.*

## **I received an email from Lushena Books, Inc. indicating that Barnes and Noble did not accept my book, what does this mean?**

*Upon sending your item to Barnes and Noble, they will make a decision on whether to stock your item in their warehouse. This decision is made on 3 main aspects of the book:*

*a. Is the book professionally designed and laid out. Keep in mind that Barnes and Noble has limited shelf space for new items and will not carry items that are not appealing to the consumer. If you need to re-design your book, contact us at: [info@lushenabks.com](mailto:info@lushenabks.com) to get a quote on a book layout design.*

*b. Is all the necessary information on the back of the book? Barnes and Noble requires certain information to be listed on the back of the book, such as what type of book it is, ex. Poetry, fiction, self help, etc. Is the price both in U.S. and Canada listed on the back of the book? Does the Barcode also have a price on the back of the book? All of these can make or break the decision for the book buyer, find more detail at : <http://store.lushenabks.com/authorslink.html>*

*c. Is your marketing plan presentable and detailed? Barnes and Noble wants to carry items in their shelf that will sell, therefore if they see that you are putting in the work to market your item, then Barnes and Noble will consider it for their stores. If the marketing plan does not include enough information, an author bio, then Barnes and Noble may choose not to carry the item.*

## **I sent my book 2 months ago, why haven't there been any sales for my item?**

*As mentioned in our first paragraph of this document, Lushena Books, Inc. is not a marketing agency. It is up to you to spread the word on your items availability, Lushena Books, Inc. will provide you the outlets mentioned above, and we will do our part in supplying them with the item in a timely manner. However, Lushena Books, Inc. will not make individual sales calls for each item, keep in mind that we get new titles every week*

*and we cannot devote time in making calls. Our objective is to give you the sources to get your item into these different stores.*