



# Selling Used Books Online

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Presented by  
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November 9, 2013



# Our Plan

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- Share information from surveys
- Share personal experiences
  - Woodbridge
  - Meriden
- Offer our observations

# Current Experience

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**30%** of the respondents are selling online

- 3 Friends groups combine online selling with a “bookstore”

Friends groups have a range of experience

# of years selling online	1	2	3	4	5	6	7	8	9	10
# of Groups	<b>1</b>	<b>1</b>	<b>2</b>			<b>1</b>	<b>2</b>	<b>1</b>		<b>1</b>

# What types of books do you sell?

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<b>Types of books</b>	<b># of groups selling this type of book</b>
Rare	<b>11</b>
Signed	<b>4</b>
Children's	<b>5</b>
Cookbooks	<b>1</b>
HB Fiction	<b>4</b>
Coffee table	<b>4</b>
Other	<b>5</b>

Some comments:

- We select books that are easy to ship
- "Mostly non-fiction"
- Books that would sell for 3 to 4 times what we would get at our book sale
- Identify book's value by using a "sellers tool"
- Our contractor does it all

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Coffee table	<b>4</b>
Other	<b>5</b>

Some comments:

- We select books that are easy to ship

If the book has value,  
you sell it

- Identify book's value by using a "sellers tool"
- Our contractor does it all

# Who handles online sales?

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Answers included:

- **3 – 4 dedicated people**
- **A committee** of 3 – 4 dedicated people
- **A contractor** who sells online for several towns

but. . .

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**75%** answered **1 – 2 dedicated people**

# Survey Info – Examples of Return on Investment

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Hours spent annually	Estimated Annual Profit
40	Not Much
Contractor	\$ 75
50	\$ 400
206	\$ 1,000
Contractor	\$ 1,000
1250	\$ 2,000
Countless	\$ 5,000
Hundreds	\$ 31,000





# The Woodbury Experience

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# FRIENDS OF THE WOODBURY, CT PUBLIC LIBRARY THIRD PARTY ON-LINE BOOK SALES

## LISTING SOURCES

- AMAZON.COM
- [ebay](#)





# FRIENDS OF THE WOODBURY, CT PUBLIC LIBRARY THIRD PARTY ON-LINE BOOK SALES

## Cost of Doing Business

- Amazon – Individual Seller Self-Fulfilled
  - No Listing Fee
  - Shipping Credit
  - Various Transaction Fees
- **ebay**
  - No Listing Fee
  - Seller Takes 25% Off The Top
  - **ebay** Gets 10% Of Sale Price
  - Paypal Fee of 3%





# FRIENDS OF THE WOODBURY, CT PUBLIC LIBRARY THIRD PARTY ON-LINE BOOK SALES

## Seller Process

- Research Prices Of Similar Books
- Photograph Book(s)
- Prepare Description
- List On **ebay** Or Amazon
- Answer Buyer Questions
- Process Payment
- Pack And Ship Book(s)
- Mail/Deliver Check To 'Book Cellar'





## FRIENDS OF THE WOODBURY, CT PUBLIC LIBRARY THIRD PARTY ON-LINE BOOK SALES

### Popular On-line Sellers

- Autographed books even if inscribed to a particular person
- Leather-bound and other "fine" bindings
- Vintage children's books, particularly pop-ups and animated ones in good condition
- Vintage illustrated sports books - golf, football, etc
- Historic copies of Life magazine - JFK assassination, for example
- Coffee table books about art glass such as Steuben and Venetian glass
- Old religious books – Bibles, hymnals, psalters, etc
- Playbills and other entertainment memorabilia





# The Meriden Experience

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# Questions and Considerations

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? Do you have the saleable books?

? Do you have the one or two dedicated people?

-- Knowledgeable

-- Committed

? Do you have the storage and work space needed?

**Start small and  
build**