

The logo features a stylized lightbulb with a yellow glow and three radiating lines above it, positioned to the left of the text. The text "Creative Book Services" is written in a bold, black, sans-serif font.

Creative Book Services

Fred Torres

**Friends of the Dr. Martin
Luther King, Jr. Library**

Second Vice President

Agenda

- Recent Sales Background - Friends of the King Library
- Creative Book Services (Concept)
- Sales
- Key Issues
- Additional E-Fund Raising Activities

**Recent Sales
Background King Library**

- Last Eight Years - Primarily monthly book sales and bookstore sales
- Sales declined slowly over the last four years
- *Overflow of library discards forced discouraging public donations*
- No additional sales strategies in-place or considered
- Maximum revenue generation not a major consideration

Creative Book Services Concept

- Initially started as a four person online book selling business - Two book dealers, Mark Torres, and Fred Torres
- Recognized a great disparity when purchasing books to sell online
- *Books - great source of revenue generation with very little going back to the library or community*

*Create a business model
that generates revenue
back into the library or
Friends Organization*

Solution

- Provided a turnkey solution for Friends of the King Library
- *Creative Book Services handles all online book processing, customer service, shipping, and inventory control*
- *Implemented a process for channeling books through a hierarchical system that feeds online sales, bookstore sales, and monthly book sales*

Sales

Primary Sales Channels

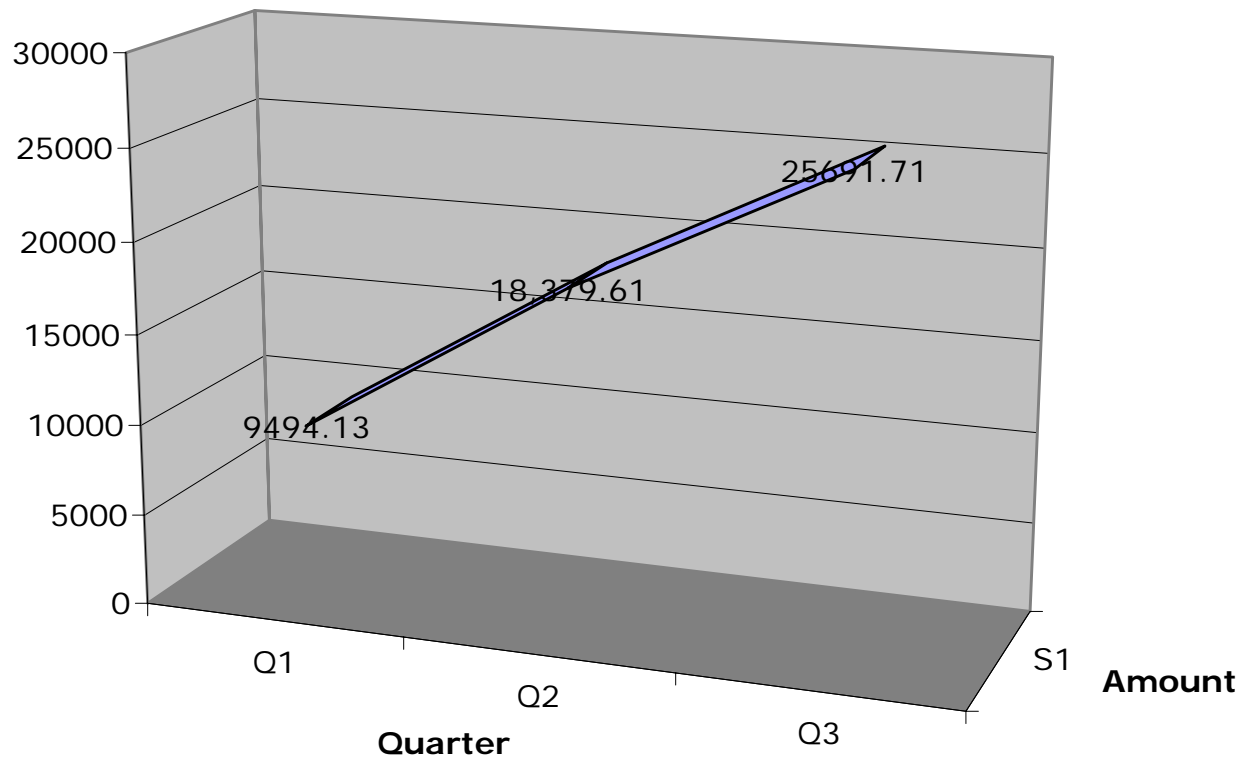
- Amazon.com
- ebay.com
- Alibris.com

Marketing

- Amazon.com
- Craigslist.org
- Booksalefinder.com
- email blasts (members)

Quarterly Online Sales (Gross) Q1 to Q3 2005

Quarterly Sales - 2005



	Q1	Q2	Q3
Series1	9494.13	18,379.61	25691.71

Series1

Key Issues

Not Providing low-cost books to the community

- ❑ Not usually the charter of the Friends organizations
- ❑ Advocate for, and generate revenue for the library
- ❑ All books are available for purchase online, usually at the lowest cost.

***No books left for the book sales, or
online sales take all the “good” books***

- ❑ Less than 20% of the books we survey are suitable for online sale
- ❑ Popular books - availability is usually oversaturated online
- ❑ Online sales are not based on cosmetic quality

Limited Storage Area for online sale and book sale inventory

- Lack of storage space is labor intensive.
- *increased book rotation*
- *re-shelving books constantly*
- External storage space is expensive

Difficult to integrate volunteers into online sales process

- ❑ MLK volunteers are seasonal (primary source of volunteers is SJSU students)
- ❑ Average per volunteer is 24 hours
- ❑ High turnover rate

Additional E-Fund Raising Activities

- Online catalog is available to Friends Bookstore customers (no shipping costs)
- Member only silent auctions of rare and collectible books - email bids
- Lot Sales through [Craigslist.org](https://www.craigslist.org)



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Amazon.com - AlexandriasArchives zShop

<http://www.creativebooks.net>