

So, get to know us. Browse our shelves. Soak up the atmosphere. Find out about the One Community One Book project. Buy something you didn't even know you wanted. Remember our names. All this will put you in a better position for the conversation when it counts.

## WHICH BRINGS US ON TO WHAT BEING A LOCAL AUTHOR MEANS TO US...

Wymondham is a market town just south of Norwich. People from lots of other villages come into town to do their shopping here too, and we consider them very much part of Wymondham life. If that's you - we probably know you. We'll have seen you at the library, at town events, on the market and in other shops, because you love Wymondham as much as we do - even if you don't have an NR18 postcode.

So if we already know you, by all means let's talk about your book. Chances are we're talking about it anyway.

If we don't know you, by all means contact us and we'll consider your work alongside the other books we select for stock.

What we'd really like, though, is to invite you to become a local. Join our book groups. Become a customer. Volunteer somewhere. Not only will you be getting to know a great group of people, but at the same time you'll be growing a readership too.

We're only a little shop, run by 40+ volunteers who work together to understand what our customers want to read. And we know that our customers believe in bookshops, enough to sometimes pay more for a book because they know that they are keeping the bookshop open, keeping the high street alive, and investing in fair trade books - those that pay authors to write, keep publishers creating quality titles, and create shops that pay a living wage to their workers.

# Kett's Books and local authors



## ABOUT KETT'S BOOKS

We are a community of book lovers and volunteers who work together to share and spread a love of reading. We treat each other and our customers with respect. We likewise reserve the right to select the books we stock, and the people we work with.

3 Whartons Court, Wymondham NR18 0UQ

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**You've written a book? Congratulations! We know what a big achievement that is. That you've finished is a great accomplishment and you have a lot to be proud of.**

We've created this leaflet to support writers, both through the process of writing, and in the world of publication and post-publication.

Please read the following carefully: we want to give you tips and advice to give your book the best chance of an enthusiastic reception at any bookshop – not just Kett's Books.

## THE JOURNEY

### Why are you writing?

If you're still thinking about writing a book, we'd always encourage you to write, as it's wonderful therapy, good for the soul, a great clarifier, and it helps critical thinking. We believe everyone should write, and often.

But we're not convinced that publishing is for everyone. Writing is hard, and the publishing world can be cruel. Before you take the plunge, stop and consider:

Why are you writing? If it's to make money, there are easier ways. If it's to be heard, there are listening groups available. If it's to leave something for your family, that's a beautiful and personal thing - and it doesn't deserve to be subjected to the criticism of a publisher or strangers.

### Before you publish

- Read. Read widely. Read books like yours, and books that are different.
- Read *Story* by Robert McKee.
- Seek out feedback from lots of different readers - and listen to it
- Join a writers' group. They will help gauge if there's a market for your book.
- Get a proper editor. Everyone makes mistakes, and the worst are the weaknesses we're not aware of.

### When your book is ready to promote

- Get active - on social media. Start conversations and interact with other authors. They need encouragement too and they may reciprocate

- Go to author events
- Find out about the bookshops you approach. Get to know who you might be aligning yourself with
- Be nice to booksellers. Spell their names correctly. Get them on your side
- Get to know other people in letters - they are your first audience, and you'll learn a lot
- If you haven't already, join a writers' group.

## THE SELECTION PROCESS AT KETT'S BOOKS

**Please note that we are not able to discuss the possibility with working with self-promoted authors between 1 October and 15 March**

- Bring us a review copy. It helps if you can tell us about any publicity or awards you may have won
- We'll ask you to sign to say that you've received this leaflet and that you accept its terms
- We'll place a coloured band with the date on your book. It will have your contact details so we can quickly see how to contact you. The book will be shelved on a shelf designated for submissions.
- We'll ask a team of our volunteers to examine your book to assess whether it's a good fit with what our customers read
- We will endeavour to let you know our decision within two weeks, but sometimes it can take longer. Please be patient.

### What our volunteers are looking for

#### **Correct editing**

#### **Correct facts**

#### **Match of subject to our customers' interests (this is the best chance you have of getting in)**

#### **Professional, appealing design**

#### **Competitive compared against other books available**

#### **Ease of working with the author**

Our consensus is final and we don't have to tell you why we do or don't accept your book in for stock.

#### **IMPORTANT!**

*It is sometimes the case that we can see value in a book (and even enjoy it ourselves!), but we just can't match it with our market.*

If you wish to correspond with us, please use the email address **possibilities@kettbooks.co.uk**

(Please note, this email account is not monitored every day).

## IF WE AGREE TO SELL YOUR BOOK...

1. We will agree trade terms (the reduced price we pay you for your book). We'll do this in writing, and you will get a copy of this agreement.
2. We usually accept any books for an agreed amount of time, after which it is your responsibility to collect any remaining copies. If you don't collect them six months after that date, we will assume you don't want them back.

3. It will be your responsibility to invoice us for the copies that we sell, in line with the terms we agreed.
4. In some cases we can offer to let you use the bookshop one evening for a private event, in which you self-promote your book and invite your friends and family.

## SO, WHAT CAN YOU DO TO MAXIMISE THE CHANCES OF SUCCESS?

**Only two self-published authors have sold successfully at Kett's Books. Here's how they did it:**

They personally, actively supported the bookshop. In fact, they enthusiastically promoted sales here – creating promotion for the book and directed eager readers in our direction. One wrote us an email saying she'd written a book but wanted to understand more about the trade. She got to know our stock, made an appointment, joined a book group and got to know our customers and volunteers.

**Did you know that 190,000 books are published each year in the UK alone? And, at Kett's Books we stock an average of 3,000 books. So, unless you're really local (we'll get to that in a moment), or unless you're writing about Wymondham, it's pretty likely we'll be considering your book alongside hundreds of thousands of other titles competing for the limited space on our bookshelves.**