



Tips on How to Approach a Business about Participating in the Indie Books Unleashed Program

1. Let them know that there is no cost to participate.
2. All they need to do is (a) agree to put up our poster where clients/customers can see it, and (b) when they receive a book in the mail by an author, simply put it out where clients/customers can access it.
3. They are not responsible for the books, as the system operates more like a free library system, and there is not money transacted (though they can, of course, encourage people to buy the books online to support the authors!)
4. The program is just starting, and each author must bring three locations on board, so the chances of any one location receiving too many books is small. However, if they would like to discontinue their involvement, they may do so at any time by contacting us at info@IndieBooksUnleashed.com.
5. And, finally, we would love to have help and support with their clients/customers taking pictures to help promote both Indie Books Unleashed AND their business! If they would like to encourage photos and selfies of the poster and/or the books, they can send them to the email above and we'll be sure to post them on Facebook and Instagram.

Dialogue with Prospective Location:

Hello! I am a self-published author and I'm joining a new program that helps Indie Authors get their books out into the community all around the country, and get our books read.

In order to join, I need to find 3 locations that would be interested in participating. All you need to do is put up the poster I'll bring you, that shows you're a participator. And then, a few books by authors will be mailed directly to you, for you to put out for your clients/customers to enjoy. That's it! We all bring three places, so the chance of any one location receiving too many books is small, but if you can opt out at any time.

It's great publicity for you, as well, and your business will be added to the IBU website. Plus, it shows that you support writers and entrepreneurs in the communities. Other locations have been thrilled to be a part of this, and IBU encourages selfies to be taken of both the posters and the books, because IBU will promote those pictures on the website, too.

Are you in? ☺