

Greetings,

Thank you for reaching out to us and congratulations on completing your work! We appreciate the time, energy and focus necessary to do so. Our business model has shifted from brick and mortar to:

1. Online ecommerce
2. In person sponsored events
3. In person pop-ups, or
4. In person book signing events.

We will consider carrying your book to showcase on our website, podcast, or, for an in-person/online book signing.

If you'd like your book to be considered for review, your book must be:

1. Easily accessible through at least one of our distributors for 40% discount. Our distributors are: Ingram (800-937-8200), Afrikan World Books (410-383-2006), or Lushena Books (773-783-8383).

Or,

2. Drop shipped directly from author/independent publisher to our customers for 30-40% discount. Drop shipping means that an order for the author's book will go through Afriwarebooks.com website and be shipped by the author directly to our customer. Afriware will pay author once tracking number is received. Author receives 60-70% of retail price + shipping cost to customer. Example: Jamal buys a copy of "My first Book" by Author A from Afriware website with shipping method USPS Priority. Afriware receives order and sends an email to Author A with Jamal shipping information. Author A ships "My first Book" to Jamal with Afriware Books in "from" address. Author A sends email to Afriware Books with tracking info. Afriware sends tracking to Jamal. Afriware sends 60-70% of retail price to Author A, along with shipping cost (\$8 approximate) to Author A.

To get the process started, mail a physical copy to:

Afriware Books Co.,
1701 S. 1st Ave., Suite 400
Maywood, 60153.

Please note: Review copies are not returned to author/publisher and could take 3 months or more to review. You will only be contacted if we are interested in carrying your work and it is not available through the means mentioned above in #1.

If your book is selected for placement in Afriware Bookstore, we will contact our distributor to purchase with our next bulk purchase. We prefer to order through one of our distributors. The only time we order books from an author directly is if we've already planned to have an in-store/online

book signing. Online book signings via Zoom will require author to dropship signed copies as discussed in #2 above.

If you are interested in cross-promoting/marketing your book's availability on your website/social media after sending us a review copy and want to coordinate a schedule to roll-out, feel free to email us: afriwarebooks@afriwarebooks.com. This is only an option if #1 or #2 is in place and we've had at least 3 months to review your book.

We prefer to order from distributors because ordering books directly from authors:

1. Creates more paperwork to reconcile.
2. The shipping cost (\$8 and up) associated with ordering 1 or 2 copies from an author does not surpass the profit we would gain (\$4 on a \$10 book) after selling the book(s). Sorry, nothing personal, it's just better business.

Afriware Books Co., Marketing

If you would like us to promote your book or artistic merchandise on our website, blog, podcast, Youtube, Facebook, Instagram, TikTok, Eblast, or Google my Business page, we have a marketing strategy (monetized) to accommodate those specific requests. Option A, C, and D, H-1: \$25. Options B, H-2, E-K are \$75 each. Get 2 options for \$100.00. Results vary and are not guaranteed. It is important/required for author/artist to co-promote.

Option A: Add your book title to our website. Author sends a professional picture 500x500 pixel (.jpg) of the book cover and author along with at least 3 sentences for the description. Search Engine Optimization (SEO) will be added to maximize visibility. Afriware Books' Website receives around 16,000 page views per month. Author will receive a link to the product for promotion purposes, or receive an affiliate link to your book on our website. An account is used to keep track of your sales.



Support AfriWare Books Website

Overview

Daily

February 23, 2024 - May 22, 2024

Unique Visits

9,510

-21% from last 90 days



Page Views

16,270

-22% from last 90 days



Avg. Pages Per Unique Visit

1.6959

-3% from last 90 days



Option B. Picture/Title mention with link to product in upcoming email blast to 8,500+ people. Here are some links to our previous email blasts:

<https://conta.cc/2Qj5RnQ>

<https://conta.cc/3dhYDds>

<https://conta.cc/2XrNvl9>

Welcome back Nzingha!

[Account details](#) [Create](#)

Performance 30 Days

Total Contacts 8636 + Add	Email Open Rate 34%	Contact Growth -44 ↓	Social Audience Growth 0.13% ↑
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Recent Campaigns [View All](#) | [View calendar](#)

Most Recent [Active](#)

May END 2024 [Edit](#) ...
Draft [Email](#) • Created Mon at 2:59pm CDT

majority [Copy](#) ...
Sent [Email](#) • Sent May 17, 2024 at 7:17pm CDT
8,658 sends • 2,972 (35%) opens • 56 (1%) clicks • 119 (1%) bounces • ...

Content Assistant
Your emails, written for you.
Type in a few keywords and let us create a draft. Then you review and send. It's that easy.
[Create for me](#)
Content generated by AI-powered tools.

Option C. Picture/Title Instagram post to 5080 followers with link to purchase. Our Instagram account is @afriwarebooks

Option D. Google My Business Post Description, picture and link to product. Google My Business gets 1,000-2,000 page views per month.

Time period
Dec 2023–May 2024

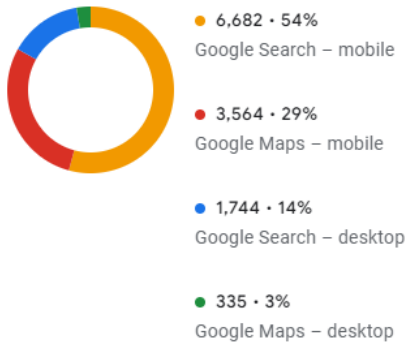
Overview Calls Messages Bookings Directions Website clicks

12,325

👁 People viewed your Business Profile

Platform and device breakdown

Platform and devices that people used to find your profile



4,511

🔍 Searches shown

Searches breakdown

Search terms that showed up

1. bookstore
2. book store
3. book store ne
4. bookstore ne
5. black owned b

Option E: Blogpost interview. Artist/author is sent agreed upon questions to answer. 1500 word minimum.

Example: <https://www.afriwarebooks.com/blog/black-ceramic-artist>

Option F: Spotify Podcast 15-29 minutes, \$75.

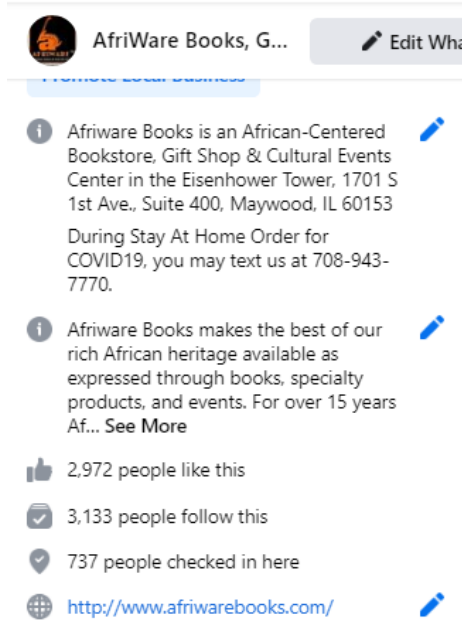
Example: <https://anchor.fm/nzingha-nommo/episodes/Interview-with-Takiyah-Powell--author-of-Re-Re-the-Reader-ekp9ue>

Option G: Zoom interview, \$300.00, 1 hour. 1 instagram post, 1 eblast, 1 Google My Business post, 1 book added to Afriware website.

Example: <https://youtu.be/e3eGc3U8GJU>

Option H-1: Facebook post, provide 1 jpg image of book cover with description and link to product post on afriwarebooks.com website. Ask about the possibility to share post to Afriware Books owner's personal page of 5k followers.

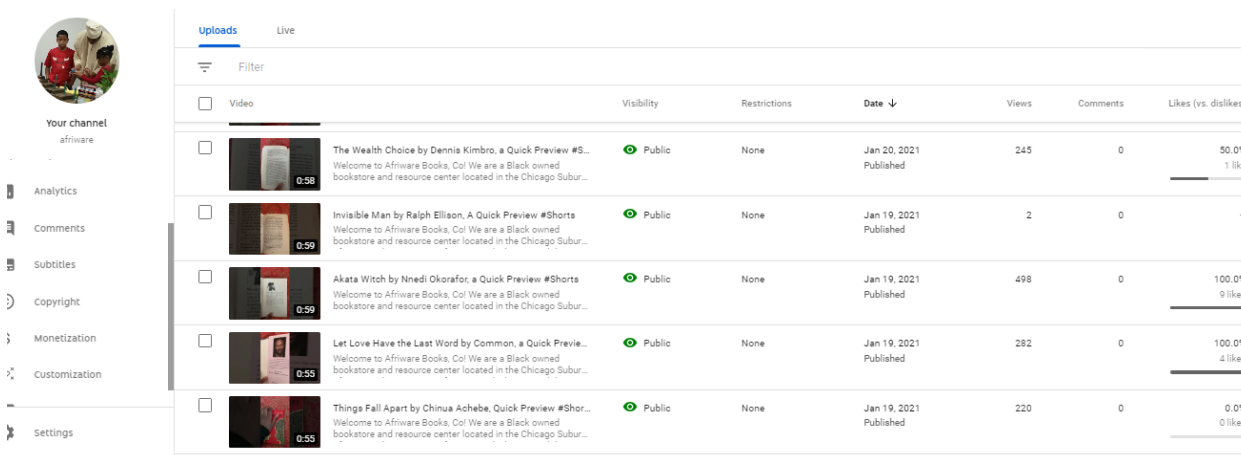
Option H-2: FaceBook Live interview + Zoom presentation \$500 (recorded for later distribution via Youtube). We have 5,000 fb friends (biz owner profile), and 2500 Afriware Books fb page followers .



Option I: Youtube placeholder video. 1 minute or less. Cover art and quote provided by author. Afriware selects video and music. Ad designed on Canva and after author approval, uploaded to Afriware Youtube channel as a Youtube

<https://youtu.be/FnjahO8pyzI>

Option J: Youtube Quick Preview video (less than 60 sec). 1 minute or less. Book provided by author, read by Afriware/author. Uploaded to Afriware Youtube channel as a Youtube short (vertical).



Option K: Tiktok video. 30 seconds or less. Under construction, please inquire about Tiktok video post or going live.

ARTISTS

If you'd like to collaborate with us to promote a selection of your work by adding items to our website, please inquire. We also have options to dedicate a webpage on our website for your work and create merchandise drop shipped direct to new customers. Our platform works with a company that manufactures and dropships the items direct to customers. This process can take up to 3 months depending on the number of items. Samples are provided to you before site goes live. Here are examples:

<https://www.afriwarebooks.com/blog/what-is-a-botanica>

<https://www.afriwarebooks.com/sebron-grant-art-designs.html>

For more info, feel free to email us at : afriwarebooks@afriwarebooks.com

Thank you again for connecting with us.

Nzingha Nommo

Founder, Afriware Books, Co