

IMMEDIATE STEPS FOR BOOKSELLERS

TO TAKE DURING DURING THE COVID-19 OUTBREAK



DRIVE ONLINE SALES

See some great ideas to produce online sales at bookweb.org/drive-online-sales.



ASK FOR RENT RELIEF

Talk to ABA's Dan Cullen for strategies (dan@bookweb.org).



NO E-COMMERCE SITE?

Sign up as an affiliate and sell through [Bookshop.org](https://bookshop.org), or get on the IndieCommerce/IndieLite waitlist.



SHELF CARE

Remember to take care of yourself and others. Visit: bookweb.org/COVID-19-mental-health-resources.



IF YOUR STORE IS CLOSED, NOTIFY ABA AND YOUR PUBLISHER SALES REPS

Notify ABA at <https://bit.ly/3bSpGYx>



SELL NON-BOOK ITEMS ONLINE

Help increase your dollars per transaction by adding a few high-demand non-book items to your website. Learn more at bookweb.org/sell-nonbook-online.



PRACTICE CYBERSECURITY MEASURES

See our recommended cybersecurity checklist at bookweb.org/practice-cybersecurity-measures.



CALL YOUR PUBLISHING SALES REPS

Ask for help! Find out what some publishers are offering at bookweb.org/publisher-wholesaler-and-vendor-support or reach out directly to ask for help on a case-by-case basis.



CONTACT ABA

Contact ABA at info@bookweb.org for assistance.