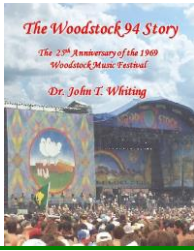


Woodstock 94 Story



“The Complete story by a person who lived it!”

15 Village Way * Unit - 6 * Vernon, New Jersey 07462 * 973-764-0375 * john.whiting@writeabookforfun.com

A Sample Author/Retail Merchant Book Sales Relationship

Merchants interested in offering the book *The Woodstock 94 Story* for retail sale can do so. Merchants have an opportunity to purchase the book at a discounted wholesale price based on the author, Dr. John T. Whiting receiving compensation for production costs and a nominal royalty.

The merchant has the option to set a retail price at a price point they believe will attract buyers and generate a reasonable profit. The merchant pays the cost of shipping via USPS Media Mail.

A nominally priced eBook can be sourced on Amazon.com.

An example of the author/merchant sales relationship:

<i>Format</i>	<i>Production Cost</i>	<i>Author's Royalty</i>	<i>Total Merchant Cost</i>	<i>Suggested Retail Sales Price*</i>	<i>Sales Profits</i>	<i>Retail Price on Amazon</i>
Hard Cover	\$16.00/per	\$5.00	\$21.00	\$30.00	\$9.00	\$45.00
Paper Back	\$11.00/per	\$5.00	\$16.00	\$23.00	\$7.00	\$43.00

* 40% mark up. Bookstores need to have a gross margin of 40 %+ to be profitable. Merchants pay for shipping.

To enter into an author/merchant relationship the merchant can initiate contact with the author by placing an order for the number and format of the books desired. Upon receipt the author will send the merchant an invoice to the merchant confirming the number of books ordered, printing format and shipping.

The merchant then confirms the purchase by paying the invoice to the authors “Dr. John T. Whiting” PayPal account. Once payment is received the order is placed, processed and shipped.

Note: Shipping for hard cover books may take up to 3 weeks to be produced and shipped. Paperback books may take 10 days to be produced and shipped. USPS media shipping based on the number of books ordered and per book cost savings from bulk orders is summarized below.

<i>Book Printing Format</i>	<i>Number of Books Ordered</i>	<i>USPS Media Mail Shipping Cost</i>	<i>Per Book Shipping Cost Based on Bulk Sales</i>
<i>Hard Cover</i>	1	\$3.59	\$3.59
“	5	5.95	1.19
“	10	8.00	.80
“	50	24.00	.46
<i>Paperback</i>	1	3.59	3.59
“	5	5.95	1.19
“	10	8.00	.80
“	50	\$24.00	\$.46

Questions - Contact Dr. John T. Whiting at john.whiting@woodstock94story.com No texts/phone calls