

Windhorse Publications

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Bookshop Manager Guide

This guide has been compiled by Windhorse Publications intern Gayathri Mahesh using information provided by Aryavajra, the manager of the bookshop at the North London Buddhist Centre. Visuddhimati and Kalyanadhi provided additional information about cards.

Purpose

1. Bookshops are a Dharma resource. Their main purpose is to provide a backup to the teaching of the Dharma and meditation.
2. They also act as a source of income for the centre or group.

Bookshop Manager

Qualifications to be a bookshop manager include:

1. Good knowledge of the Dharma, the Triratna Buddhist Community, and the ethos of the centre or group within the Triratna community.
2. Ability to discern appeal of Buddhist books to customers.
3. Physical fitness, as you will be stocking and shelving books on a regular basis.

Stock

Stock in the bookshop can be divided into two main categories:

1. Primary Stock
 - a. Books
2. Secondary Stock
 - a. Essential Oils/Candles/Oil Burners
 - b. Malas
 - c. Incense
 - d. Cards
 - e. CDs and DVDs
 - f. Yoga equipment and clothes
 - g. Meditation cushions, mats and stools

1. Primary Stock

a. Books

DO	DO NOT
Buy the paperback edition. They sell faster and the profit margins are higher.	Do not buy hardbacks. They are expensive and do not sell very well.
Order Windhorse books from BookSource and re-order as needed.	Do not replace slow-selling titles very often.
Check popular authors on Wordery to see if they have any new publications out.	Do not order more than 2-8 copies of a new book based on the assumed popularity of the book.
Hold sales to get rid of slow-selling titles or old books.	Do not sell Pāli Canon texts or study books that any Buddhist library should have.

Notes on ordering books

From Windhorse Publications

- Books from Windhorse Publications are distributed by BookSource. If you do not yet have an account with BookSource, contact Windhorse Publications first (info@windhorsepublications.com) so they can authorise you for the 25% bookshop discount.
- Order from BookSource by phone. [From the UK: 0845 370 0067 From overseas: +44 141 642 9192]
- BookSource will invoice you.

From Wordery

- Wordery is an online wholesale supplier.
- Prices on Wordery can vary from day to day, so you might want to place books in a wishlist.
- Shipping is free.
- Keep a copy of your order to check off books when received.
- To create a new wishlist for your next purchase, the previous wishlist must be deleted.
- Wordery will notify you when the parcels arrive, and you will be fully refunded if they are unable to deliver.
- Monitor deliveries against the stock list, order list and the slip on the parcel.

Secondary Stock

a. Essential Oils/Candles/Oil Burners

- Essential oils tend to sell very well so it will be prudent to re-order them as necessary.
- Recommended to buy from Amphora Aromatics [0117 904 7212 / 0117 908 7770].
- Place the order at Amphora by phone and they will invoice you.
- Delivery time is 1-2 days.

b. Malas

- Malas tend to sell quickly so order as many as needed.
- Do not buy 'non-stretch' wrist malas, as they tend to break easily.
- Recommended to buy from Sara at Buddhist Goodies c/o Manchester Buddhist Centre [buddhistgoodies@gmail.com]
- Place an order using the given email address.

c. Incense

- Recommended to buy from Typhoon [020 8200 5688].
- Phone through the order and Typhoon will invoice you.
- There is a minimum order before free delivery.
- Another seller with a good collection of incense is Dhiramati [01363 772 939 / 0777 303 8853].

d. Cards

- Some recommended card sellers include:
 1. Ratnavandana (photographic cards) [<https://fleetingworldcards.com/>]
 2. Visuddhimati (artwork, a mix of still life and Buddhist figures) [visuddhimati@gmail.com]
 3. Viydalila (abstract and semi-abstract artwork) [vidyalila@fmail.co.uk] [<https://www.valhudson.co.uk/cards-1>]
 4. Charlotte Lawes (woodcuts of Buddhas and Buddhist symbols) [lottielawes@gmail.com]

e. CDs and DVDs

- Although CDs have sold well in the past, they are being phased out due to advancement in technology.
- DVDs do not sell well. Avoid buying them.

f. Yoga Equipment and Clothes

- Recommended to buy from Yoga Matters. [0333 400 7777] [<https://www.yogamatters.com/>]
- They are a web-based supplier.
- Place an online order and they will provide an invoice.

g. Meditation Cushions, Mats and Stools

- Recommended to buy meditation cushions, mats and stools from Blue Banyan. [01352 772244] [<https://bluebanyan.co.uk/>]
- Place the order by phone.
- Buckwheat filled cushions are preferred as they are economically priced and take up less storage space.
- Folding stools are preferred as they take up less storage space.