Controlling Fulfillment Options in IndieCommerce and IndieLite

The IndieCommerce and IndieLite e-commerce platforms offer ABA members an option for selling books online that can be fulfilled in a number of ways: drop ship from Ingram, DTH from Ingram on store account, shipping from store, or store pick-up. If your store prefers to narrow the scope of fulfillment, recipes (suggested settings) and built-in features can help you.

The following recipes were featured in an IndieCommerce training video first presented in 2021. The full video is available here:
https://www.bookweb.org/indiecommerce/indiecommerce-institute-2021

ABA Recipes to Support Fulfillment Goals

ABA Recipe #1: Maximize Orders to Ingram Drop-Ship, the "Send to Ingram" button:

- LSI (local store inventory) is optional, some may prefer to just turn it off
- Disable special order (ie titles with this status)
- Disable backorders (ie titles with this status)
- Uncheck the Use LSI Availability setting
- Disable payment methods that are not credit card or Paypal
- Disable any custom shipping methods on the site
- Edit Search Weights to favor status "Usually ships in 1-5 days"

ABA Recipe #2: Focus on store fulfillment

- Upload LSI (local store inventory) regulary
- Disable special order (ie titles with this status)
- Disable backorder (ie titles with this status)
- Check Use LSI availability
- Disable all Ingram warehouses except your store's warehouses
- Review your shipping methods
- Edit Search Weights to favor status "On Our Shelves Now"

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SHOP ORDERS

Single [Title] Holding Order from Ingram

INDEPENDENT STUDY

WHAT? Method for ordering a single title immediately, but not shipping until triggered (usually by a larger order)

WHERE? Single Holding Order box on the bottom right of Ipage item pages

WHEN? Anytime you want to hold a book

WHY? Special orders, Indie Vault titles, low stock, sudden high demand (author death, publicity spike)

HOW? Assign PO#, change quantity if necessary, click Order button

OTHER INFO TO REMEMBER:

- Works for any quantity of a single title only - multiple titles need multiple SHOP orders
- Wholesale discount; can't do SHOP and get Ingram Publisher Direct terms
- Pulls from DC pairs
- Holds for 7-15 days waiting for an Immediate Release (EO) order
- If there's no EO order it will eventually release and charge freight
- Should be used for in stock titles only, including Indie Vault
- Can only cancel Committed status, not Processing, must call customer service

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Censorship Talking Points

At some point in your buying career, you will make a conscious decision to exclude a book or author from your order or someone will ask you to censor your title selection. Censorship is a loaded word and a controversial topic. To some booksellers any act of censorship is blasphemous, to others it's a necessary tool in their fight against oppression and hate. The goal of this handout is not to take a stance in any way with regard to what books you decide to carry in your store. Our goal is simply to encourage you to be mindful and prepared when questioned by customers and/or employees about the books you carry, and those you don't. Please note that we are not lawyers and that this handout has not been vetted by any lawyers.

What is the definition of censorship?

Per The Free Speech Center's Free Speech Encyclopedia, censorship "occurs when individuals or groups try to prevent others from saying, printing, or depicting words and images.

Censors seek to limit freedom of thought and expression by restricting spoken words, printed matter, symbolic messages, freedom of association, books, art, music, movies, television programs, and Internet sites. When the government engages in censorship, First Amendment freedoms are implicated.

Private actors — for example, corporations that own radio stations — also can engage in forms of censorship, but this presents no First Amendment implications as no governmental, or state, action is involved."

Do you know how constitutionally protected freedom of speech applies to private businesses like bookstores?

The First Amendment prohibits Congress from making laws to prohibit the rights of individuals to speak freely. The 14th Amendment has caused the Supreme Court to expand this meaning to a general government prohibition that includes state and local governments, not just Congress. So, unless your bookstore is owned by a government entity, the First Amendment does not directly apply to what you stock on your bookstore's shelves. However, if you send authors to public schools, run public school book fairs, or otherwise work in conjunction with local public schools or government then First Amendment protections may apply to those scenarios.

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Special Order Research/Ordering Resources

Resources for Out of Print/Hard to Find Titles

- iPage's Hard-to-Find search – searches Alibris.com, bills through Ingram
- Bookfinder.com - one-stop ecommerce search engine that searches over 150 million new, used, rare, out-of-print, and textbooks
- Alibris.com: aggregator site for independent sellers
- Biblio.com: aggregator site for independent sellers
- Abebooks.com: aggregator site for independent sellers (owned by Amazon)
- BetterWorldBooks.com: independent online seller of new and used books, mission-driven
- ThriftBooks.com: independent online seller of used books
- Powells.com: independent online and B&M seller of new and used books
- World of Books: Wob.com (UK based but ships to US)
- Amazon.com
- Ebay.com

Kinds of Foreign Language Searches

- Looking for a specific title, usually as a special order
- Looking for books in a specific language, for a special order or for stock
  - Reach out to your reps from the Big Five - many have Spanish language editions in house and they should be able to provide a list, or may be able to tell you who they partner with for translated language editions.
  - American Library Buyers Guide: a huge list of publishers and distributors tagged as having some foreign language offerings: https://americanlibrariesbuyersguide.com/ > Browse > Books > Foreign Language

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Special Order Research/Ordering Resources

Sources for Specific Titles in Foreign Languages

- Worldcat (https://search.worldcat.org/) - for searching, not buying
- Ipage Power Search - Language option box
- Amazon (Canada (.ca), France (.fr), Germany (.de), etc.
- Schoenhof's Foreign Books - https://www.schoenhofs.com/
- International Book Import Service (IBIS): German, French, Italian

Sources for Lists of Books in Foreign Languages

- Ipage, Schoenhof's, IBIS (see above)
- PRH Español: division joining Spanish language imprints Vintage Español and PRH
- Groupo Editorial
- Grupo Nelson (https://www.editorialhccp.com/gruponelson/): Thomas Nelson Spanish language, distributed through Harper Collins
- Kids foreign language publishers: Barefoot Books, Lee & Low
- Kids foreign language distributor: Language Lizard https://www.languagelizard.com/
- Lectorum Publications (https://lectorum.com/) - largest distributor of Spanish language books in the US (according to their site)

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Direct to Home

Ingram's Drop Shipping Service

What is Direct to Home?

Ingram will drop ship almost anything they carry to residential, military, or commercial addresses, including your store address

How is Direct to Home Accessed?

Place Direct to Home orders through Ipage

Why use Direct to Home?

- Because the customer special order is being shipped anyway
- Because it can be cheaper to pay the DTH fees than regular freight to pull a needed item from an alternate Ingram warehouse
- Because the "Send to Ingram" button isn't available on an IndieCommerce order
- Because it's a way to outsource the packing and shipping to Ingram

What are the fees and shipping costs with Direct to Home?

You are charged $.65 per item, with a $4.00 maximum for orders of seven or more copies of the same item in the same shipment (as long as no additional services are ordered for these items). The overall maximum charge for a Direct to Home shipment is $20

Shipping Fee Chart

DTH Shipping Instructions	One Unit	Each Additional Unit
Economy Mail	$4.00	$1.25
USPS Media Mail Insured	$6.50	$1.50
Domestic Ground Residential	$7.00	$1.00
USPS Priority	$8.50	$2.50
Domestic Ground	$9.00	$1.75
Domestic 3-Day Select	$10.50	$2.00
Domestic 2nd Day Air	$11.50	$2.00
Domestic Next Day Air	$15.50	$2.25
Next Day Air Sat. Delivery	$23.00	$5.00
International DTH Rates		
Standard Intl Shipping	$13.00	$11.00
International Courier Trackable	$34.50	$13.00

Bulk DTH orders: defined as 50 pieces shipping from one DC Pairs warehouse, these orders get "free freight," pay only the per item fees with the max of $20 per order.

Additional Things to Know:

- Backorders are accepted with DTH, but each item that goes to backorder will be created as a separate PO by Ingram and will incur individual shipping and handling fees.
- Pre-orders are accepted and will generally ship such that the customer will receive the book within one day of the release date.
- Packing slip customizations include removing the pricing and adding gift messaging.
- All shipments will reflect the store as the shipper and return addressee.

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Fiction Addiction Special Order Procedure

Front Desk Staff

1. Get book information from the customer.
2. Look it up in ipage. (If can't find, try searching Amazon then copy/paste ISBN into ipage.)
3. Confirm that desired edition/format is in print and already released (if none in warehouses, check pub date). Be careful re international paperback editions!
4. Look at discount line. If says, NET add $6 to quoted price.
5. Tell customer the price and confirm if they want to order.
6. Look at returnable/non-returnable. If NRT or not a regular customer, require them to prepay.
7. Get/confirm their name, phone, and email (can print book page and write on it).
8. Ask customer if they need the book by a specific date; if so, fill in "needs by card" to give to Melissa.
9. Look at qty available in TN warehouse (or PA as well if at the holidays). If in stock say, "OK we'll get that on order and contact you when it's in." If pressed, say it usually takes 7-10 days but if you need it sooner I can let the buyer know and they'll reach out to confirm whether they can meet your deadline or not." If not in stock in the warehouse, say "This book looks like it's still available to order but it's not in stock with our distributor so it may take longer than usual. Are you OK with a possible delay?" If they mention a needs-by date, fill in a needs by card.
10. Look for the book in our POS. Update retail price/add title as necessary.
11. Ring thru special order under customer's name in Anthology. If prepaying, click on book and do Actions | Prepay.
12. Next part can be done after customer leaves and you have a moment: Use Anthology stock check on each special order book on the PO corral. If book is in stock (ignore on order) in TN warehouse, move to an Ingram PO in Anthology. Once you've moved all in-stock books, send the PO electronically. (Set to immediate release, TN only except at the holidays, but our shipping hold overrides release until we hit minimum required units.) You can send multiple Ingram POs per day as needed.

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Fiction Addiction Special Order Procedure

Buyer

Usually do 2/3x a week, but at Holidays do daily

1. Open PO corral.
2. Check each title to see if enough already on order to cover the new spo + 1. If so, delete from PO corral.
3. Check each title to see if NYP. If pub date is at least a month out and from a Big 5 publisher, move to a publisher PO; otherwise leave on PO corral.
4. Check distributor of each title to see if it is IPS; if so, move to an IPS PO that you will send electronically after you've checked all the titles. If you're unsure, search on ipage and see if you have an add to IPS cart option on the detail page. Title should also have one of these tags "IPS, PGW, Two Rivers, Ingram Academic, Consortium"
5. Check number of committed titles at Ingram; if 0 (or if you have enough other books to release the committed titles) you can move any excess in-print titles from MPS, HC, PRH, HBG to the publisher PO and then send the PO electronically (HC must have 5 to send).
6. If any titles remain, move all to a new Ingram Anthology PO (set to backorder), and send electronically.

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Avoiding Common Book Order Scams

Scammers regularly contact indie bookstores across the country to attempt fraudulent credit card orders. The goal is generally to either: test that a stolen credit card is working, or obtain a large order of books by charging them to a stolen card. Many of these scam communications have common characteristics you can recognize. Please see below for some typical features of book order credit card scams.

Common red flags for scam book orders:

The shipping address, billing address, and phone number are all from different areas of the country or world, and none of them are near your store. There's generally no reason to contact a far away store unless your store has a specific expertise or competitive advantage with the topic in question.

The contact wants the books shipped to a US freight handler to be forwarded to an international address. Bonus points if the contact wants your store to pay the freight handler up front and add the amount to an invoice.

The email appears to be a blind CC (BCC).

The order contents are nonsensical, such as multiple copies of expensive medical or engineering textbooks and professional reference books, bulk test guides, bulk quantities of multiple unrelated titles, or bulk quantities of a whole kids series (commonly Wimpy Kid or Dork Diaries).

The contact has a generic sounding name (John Smith), no last name, or the name does not match the email address, or the name does not match the billing name given for the credit card.

The contact uses overly formal or unusual grammar or language, or phrases that aren't common in business communication.

The contact does not associate themselves with a business organization, non-profit, or school. A bulk or expensive order will generally be from a business or educational entity, not an individual.

The contact will not give you a phone number to reach them, they will only call you. or the number seems odd or you cannot reach the contact via the number.

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Avoiding Common Book Order Scams

Screening questions or statements to filter out scam orders:

- Say that you do not deal in textbooks or professional reference, if true.
- Say that you do not ship orders or bulk orders internationally/out of state, if true.
- Ask for a contact phone number for a manager to call and verify the details such as the shipping/billing addresses, last digits of the card, or total price quote you provided. If asking for a contact number via email you will generally not get a response.

Examples of fraudulent requests that have been received at bookstores

Example One: Generic sounding name, bulk test guides, awkward language, store not emailed directly (in BCC). They tried to follow up by providing a shipping address that Google showed to be a FedEx store front.

>> From: daniel thomas <danielthomas4444@gmail.com>
>> Sent: Friday, April 28, 2023 6:13 AM<>> To: danielthomas4444@gmail.com <danielthomas4444@gmail.com>
>> Subject: Book Order Request
>>
>> Hi
>> How are you doing today,
>> Could you be so kind and advise if the SAT below is available to order
>> from you or it may be special order, and could you please advise the
>> prices as well?
>> The Official SAT Study Guide by The College Board
>> ISBN-13 : 978-1457312199 : 32 copies
>> Advise if you are able to get the Book and I would be waiting
>> for your email confirmation as soon as you can
>> Best Wishes
>> Daniel Thomas

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Examples of fraudulent requests that have been received at bookstores

Example Two: "Ross" has no last name. They want 30 copies each of unrelated titles, they want them shipped to the Bahamas via freight agent, they want the store to pay the freight agent, the freight agent is a real company, but those are not real email addresses (per Google), the language is awkward.

From: Ross <mimiequipmentinc@gmail.com>
Sent: Monday, May 29, 2023 10:39 AM
Subject: Request for Quote
Hello Sales,
Thanks for the email, below are what i want to order
Identity: A Novel (Hardcover) By Nora Roberts
ISBN: 9781250284112
The Old Lion: A Novel of Theodore Roosevelt (Hardcover) By Jeff Shaara
ISBN: 9781250279941
Queen Charlotte: Before the Bridgertons came the love story that changed the ton... (Hardcover) By Julia Quinn, Shonda Rhimes
ISBN: 9780063305083
Mary Berry's Baking Bible: Revised and Updated: With Over 250 New and Classic Recipes (Hardcover) By Mary Berry
ISBN: 9780593578155
Tell Me Everything: A Memoir (Hardcover) By Minka Kelly
ISBN: 9781250852069
30 qty each
Shipping Address:
Mimi Equipment Inc
12 Madeira St, Nassau,Paradise Island,
Bahamas
I will be glad if you can contact my freight agent ROCKET EXPRESS, there email address is (rocketexpresslogistics@outlook.com / rocketexpresslogistics@aol.com) .You can also notify them with the customer ID# BH8264FLK0 so that they can know that you are contacting them on my behalf.. Let me know once they give you the shipping cost and get back to me with the "TOTAL OF ORDER AND SHIPPING" . Look forward to do business with you.
Thanks,
Ross

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Avoiding Common Book Order Scams

Examples of fraudulent requests that have been received at bookstores

Example Three: A personal email address, not an institutional email address, is being used and the To: field appears to be a blind copy (BCC), not addressed to the individual bookstore. The greeting and signoff are not phrases traditionally used in business communication. The list of books, every title in two big series, is unusual outside of maybe a school.

"From: John Martins loveeach194@gmail.com
Sent: Wednesday, February 2, 2022 9:22 AM
To: loveeach194@gmail.com loveeach194@gmail.com
Subject: special order

Peace be unto you. could you be so kind and advise the status available of the books below and and advise if you are able to order for them ,
Dork Diaries Bk 1 Tales from a Not-So-Fabulous Life
By: Rachel Rene Russell {4 copies}
Dork Diaries 2 Tales from a Not-So-Popular Party Girl
By: Rachel Rene Russell{4 copies}
Dork Diaries 3 Tales from a Not-So-Talented Pop Star
By: Rachel Renee Russell{4 copies}

[Shortened for space. Contact requested every Dork Diaries and Wimpy Kid title]
Hard Luck (Diary of a Wimpy Kid #8) (Hardcover) By Jeff Kinney
ISBN-13: 9781419741944 {4 copies}
Rodrick Rules (Diary of a Wimpy Kid #2) (Hardcover) By Jeff Kinney
ISBN-13: 9781419741869 {4 copies}
Diary of a Wimpy Kid (Diary of a Wimpy Kid #1) (Hardcover) By Jeff Kinney
ISBN-13: 9781419741852 {4 copies}

Hope to read from you as soon as you can,
Charles Martin

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