

Find and sell curious old booklets and vintage brochures online.

How to Find & Sell Curious Old Booklets & Vintage Brochures Online

Buy The Complete Version of This Book at Booklocker.com:

<http://www.booklocker.com/p/books/1843.html?s=pdf>

Table of Contents

INTRODUCTION	vii
Background of Online Bookselling	1
Benefits.....	3
Supplies & Equipment	5
Business Set-Up.....	9
Categories of Publications	11
Local History	11
How-to Crafts & Needlework	11
Curious & Other How-to	11
Local History	11
Travel / Tourism	11
Transportation	11
Buying Sources.....	12
Thrift Stores.....	12
Garage Sales	13
Estate Sales	13
Estate Sale Liquidators	13
Rummage Sales.....	14
Antique Stores.....	14

Identification of Publications	15
Age of Publications	17
Prices to Pay	18
Condition of Publications	19
Specialization of Topics	22
How-to Craft & Needlework Booklets.....	23
Curious & Other How-to Booklets.....	33
Local History Booklets	36
Brochures	43
Selling Sites.....	45
Auction Websites	45
Bookselling Websites	46
 Selling on eBay.....	 47
Selling on Databases.....	60
Future of Internet Bookselling.....	62
About the Author.....	63

INTRODUCTION

What does a small old booklet on the history of a town's dancehall have in common with one on Norwegian folk painting? Or a 1950s brochure for a mineral hot springs with an airline's flight schedule? Each is a type of publication that sells quickly for great prices on the Internet today.

Bookselling online is a giant business. Scarce books and paper on desirable topics sell steadily for good – sometimes amazing amounts. Selling vintage booklets and brochures is an easy way to tap into this lucrative market.

These small older publications offer several bookselling advantages over traditional softcovers and hardbacks. Short booklets and brochures were often published in small quantities, keeping the number available for sale low, with demand and value high. They can be bought by dealers inexpensively and mailed to customers easily.

Furthermore, they are great fun to look for, find, and sell. There's nothing quite as exciting as discovering a vintage booklet or brochure on an unusual topic, which may be the only copy existing worldwide!

HOW TO FIND & SELL CURIOUS OLD BOOKLETS & VINTAGE BROCHURES ONLINE is a complete guide to a specialized niche of bookselling. It explains all steps of building a successful part or full-time business.

You will learn where to buy booklets and brochures and in what condition. How to set up your business on Internet auctions or bookselling sites. How to price, describe books, and process orders. Most importantly, exactly what topics of books and paper to focus on for quick sales and super profits.

The time to begin this business is today. Internet bookselling is firmly established with multiple selling sites and methods available to dealers. This book will quickly enable you to build a successful business by specializing in select vintage booklets and brochures online!

1

Background of Online Bookselling

I began selling books online in 1997. My website was provided by ABE Books, also known as Advanced Book Exchange (<http://www.abebooks.com>), who offered services to thousands of booksellers. I listed for sale any book I could find on local history, such as the story of towns, counties, organizations etc. I also sold family history and genealogy related books. My books were traditional softcovers and hardbacks with an occasional small booklet on similar topics.

Over the next couple years my business grew larger and more profitable. I continued to sell local history books and expanded to craft and needlework books as well. Business was good. It seemed there was no limit to how high sales could go. Income rose in direct proportion to how many books I had for sale online.

By the year 2,000, it was obvious that the business of bookselling was changing. The number of booksellers online had risen dramatically affecting supply and demand – and bottom line profits. Books I was offering which previously sold quickly for good prices now sold slowly if at all, for low amounts. As the economy and world events made things even harder, I began experimenting with different types of books and selling sites, such as eBay (<http://www.eBay.com>).

I put a group of small booklets online and was surprised at how quickly they sold. There were few if any competing titles. Customers seemed happy with the quality of detailed information in the little books. Continuing to experiment, I gradually focused on booklets in several well-selling categories. Business was once again fun, open-ended, and profitable.

Later I added brochures in similar categories. These sold well also. I found that older booklets and brochures have a steady market. They provide new and different information than customers have already seen in current books. And because they were published in smaller numbers some time ago, there aren't as many around. This keeps their popularity and value high.

Today I still sell booklets and brochures occasionally, which consistently do well. An old ambition, writing, has become my current occupation. I am excited to share with you the knowledge I have learned through the years of selling books that will enable you to profit from the lucrative field of ephemera, or old paper. You can build a profitable business to suit your needs by specializing in the unusual field of vintage booklets and brochures.

2

Benefits

Internet bookselling has many benefits. Some include:

Can be home-based or run from an office or retail location.

Can be part-time or full-time work.

Can be done at most any hour, day or night, as the Internet is always available.

Has open-ended income potential based upon how much time and energy you invest.

Is pleasant low-stress uncomplicated work.

Offers change and variety. You'll deal with a continuously varying stream of customers and books.

Can be started inexpensively. Needs very little equipment other than beginning stock and a computer.

Provides challenge and excitement. Looking for books is like a treasure hunt, and you will find some real one-of-a-kind gems!

Offers a worldwide market for selling through Internet bookselling auctions and sites.

Supply of vintage booklets and brochures is limited, keeping selling prices and demand for your publications up.

Booklets are easy to wrap and inexpensive to mail.

Provides fresh, new information that customers usually haven't already seen.

Provides detailed, comprehensive information by concentrating on facts, instead of pictures, illustrations etc.

7

Identification of Publications

Vintage booklets and brochures are easy to identify and distinguish from traditional books. You'll soon be able to pull them quickly from shelves or boxes of other books.

Small booklet dimensions are usually about 6" x 9"; larger ones about 8" x 11". They have been published in nearly every conceivable dimension, however, from tiny pocket to poster sized. All will have soft covers made of paper, cardstock, and similar materials.

By broad definition, all "booklets" are generally thinner, with fewer pages than traditional books. Most booklets I have sold ranged from 5-50 pages. A smaller number had up to 100 pages or so.

Some vintage booklets were self-published. Look at the first few pages of the booklet for publishing information. There may only be a copyright notice with an individual's name listed. Or an organization that published the booklet in their field of interest.

Some self-published or limited edition booklets were hand typed or look more amateurish than modern books. They may have metal or plastic spiral binding. Covers may have hand lettered titles and simple illustrations as well.

Whether self-published or produced by a small publishing company, vintage booklets are usually plainer than traditional books. They may or may not be illustrated. Photos and drawings usually aren't as lavish or colorful as traditional titles.

These little books are usually clearly written and packed with focused information. If illustrated, they include sufficient diagrams, patterns, or other pictures to thoroughly cover their topic. Many times the older booklets are more comprehensive than modern "pretty books", which may contain little actual information of use.

Vintage brochures are usually made of heavy paper and measure about 3" x 9" or 6" x 9" folded. They may have 3, 6, 9, or more panels that unfold to one large sheet. Some are combination map / brochures, and some booklets have fold out pages similar to brochures. Regardless of their construction, most vintage booklets and brochures are thinner and shorter than traditional books.

Find and sell curious old booklets and vintage brochures online.

How to Find & Sell Curious Old Booklets & Vintage Brochures Online

Buy The Complete Version of This Book at Booklocker.com:

<http://www.booklocker.com/p/books/1843.html?s=pdf>