



A Good Used Book®

web agoodusedbook.com
insta [@agoodusedbook](https://www.instagram.com/agoodusedbook)

Jenny Yang, Owner
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Chris Capizzi, Co-owner
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January 2023



Teen
Having a boyfriend isn't the answer!
Cleary
1964

PATTERNS OF POWER
An Analysis of Our Social Structures
as Related to Primitive Civilizations
50-
1964

SUNDAY'S FUN DAY,
CHARLIE BROWN
A NEW PEANUTS BOOK
By Charles M. Schulz
HOLT, RINEHART AND WINSTON, INC.

Brave New World
ALDOUS HUXLEY
1975
P 468 PERENNIAL LIBRARY \$1.95

Pumpkin
K. Andrews

JAWS
PETER BENCHLEY
ILLUSTRATED BY JAMES H. HILLER
CLASS OF HORROR

NEW ENLARGED POCKET ANTHOLOGY OF
ROBERT FROST'S POEMS
With an Introduction and commentary by LOUIS UNTERMEYER
1966
20
WEEKEND

The Live of a Co...
Kendall

I Know Why the Caged Bird Sings
Maya Angelou

A Rain in the Sun
Lorraine Hansberry

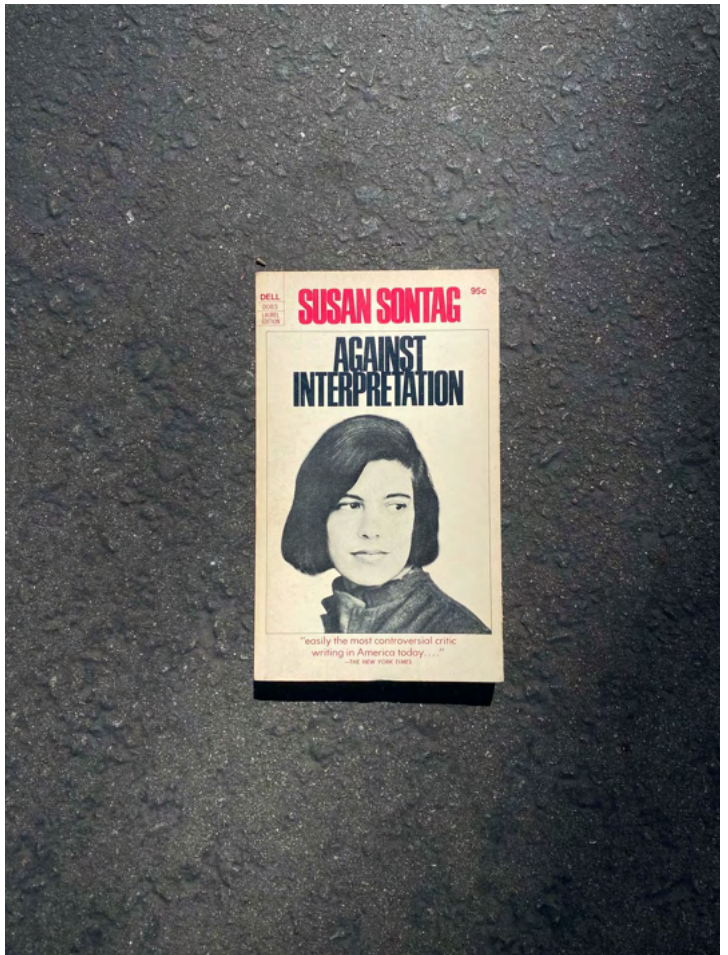
EVER

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A Good Used Book is our reimagined neighborhood bookstore. Operating in Los Angeles, we build a book-centric community through personalized service, face-to-face and virtually.

We judge a book by its cover and its content, and so does our audience. Tapping through portraits on Instagram, flipping through paperbacks on Sunset Blvd, or making their own original content, our customers choose their own adventure.



↑ Opening hours at Rose Bowl Flea Market in Pasadena, California, 2017.

↗ *Against Interpretation* by Susan Sontag, Paperback, Dell, 1965.

→ Crowds on a typical Sunday at Melrose Trading Post in West Hollywood, 2016.

Executive Summary

What We Do

We sell new, used, vintage, antique, and rare books at A Good Used Book® in Los Angeles, but not exactly in the way you might be thinking. Our rows of shrink-wrapped paperbacks create a sea of artifacts from the last 100 years to be discovered cover by cover. Curating books in all formats with eyes on literature, culture, and the arts, we've earned revenue rivaling brick & mortars in just a 150 sq. ft. pop up. All 1,000–2,000 books at our retail pop-ups are graded, priced, and barcoded, specific to each book, so booksellers can be available for conversation with checkout processing in the background.

Photographing our customers with their books, we've built an Instagram of 13,000 followers in just over two years — Angelenos love to have their pictures taken.

We hold weekly Story Sales on Instagram (virtual sales featuring a different book posted each minute) with the ease of Shopify checkout and Apple Pay on our website. agoodusedbook.com has more than 1,500 personally curated titles in 60 categories that are always available for immediate purchase.

Opportunity in Los Angeles

Los Angeles has very few bookstores scattered across the sprawl. Focusing on the “Mideast” side of LA, we stay close to our most loyal supporters in Silver Lake, Echo Park, Koreatown, Los Feliz, East Hollywood, Hollywood, Atwater Village, Glassell Park, Glendale, Eagle Rock, Highland Park, Lincoln Heights, Chinatown,

and DTLA. But customers also visit us from as far away as Santa Monica, Whittier, Anaheim, Laguna Beach, San Diego, and even Guam.

With access to unlimited choices for any one product, especially online, our customers increasingly value and seek out connection, experience, and meaning when shopping. A Good Used Book provides intimate and memorable customer service with a purposefully transparent operation.

Company Information

Owner/operators Jenny Yang and Chris Capizzi develop and maintain all physical and online operations with help from Joseph Klammer, full-time bookseller and copy editor, and Sarah Bofenkamp, part-time remote copywriter.

Our pop-ups feature up to 2,500 books in very small spaces. Online, we offer more than 1,500 titles, individually photographed and conditioned, currently with free shipping on orders over \$40.

We create original content for social media and our website that focuses on literary culture, the business of bookselling, and the behind the scenes of production. Social media is our primary form of marketing. This direct line of communication generates traffic to both e-commerce and physical retail outlets and serves to build our community and company culture.

Growth Highlights & Milestones

Beginning on Amazon's third-party marketplace in 2016 with \$1,200 in start up funds, we learned to scale operations from seed. Growth required establishing sources, developing pricing strategies, creating efficient workflows, analyzing market trends, projecting cash flow, and managing complex logistics chains, among other skills. We ended that first year with a total sales revenue of more than \$115,000.

A Good Used Book held its first physical pop up in June 2017 in West Hollywood. Every week for the next three years, we refined our physical retail concept through market research from observable and measurable direct participation from customers in the Los Angeles area. Photographing customers became an integral part of our sales and marketing strategies. By 2018, we expanded pop up operations to the Long Beach Antique Market, Rose Bowl Flea Market, and Grand Central Market.

By March 2020 amid peak pandemic restrictions, we pivoted to 100% online sales and, with the success of Instagram Story Sales, launched our full-service website (agoodusedbook.com) in July. During the next 18 months, we grew our online audience through thoughtful content and consistent programming.

A Good Used Book returned to retail in Fall 2021 with a residency at Verve Coffee Roasters in DTLA and had a breakout moment in June 2022 at Brain Dead Fabrications in Silver Lake on Sunset Blvd. These experiences and successes have paved the way for our preparation of a brick & mortar location here in Los Angeles.

Coming Soon

We now look to consolidate our operations into one location—in-person retail, online inventory, production, and fulfillment. Our business has matured in a deliberately gradual way and overcome insurmountable challenges in its short history, and we're ready for the next steps.

Taking on growth with patience, we'll use our HQ to refine our bookselling concept, get to know the community through events, explore our brand potential through merchandise and broaden our customer experience with the inclusion of food and beverage.

We've built a strong team along the way, beginning with our investor and extending to our booksellers, illustrator, bookkeeper, CPA, and general counsel. Because of our experiences, our company is efficient, adaptable and responsive to the chaotic economic circumstances of today and positioned to be a forerunner in revitalizing an underestimated industry.

We were initially overwhelmed by the massive show of support but quickly adapted and overcame the logistical challenges of transacting at a high volume in such a small space.

Company Description

Owner Backgrounds

Jenny Yang is a documentary photographer with a BA in Photojournalism from the Corcoran College of Art + Design in Washington, DC. Chris Capizzi is a filmmaker with a BA in Visual Media from American University.

Since moving to Koreatown in 2013, Jenny and Chris worked together and Independently in the arts, entertainment, and non-profit industries until selling books online in 2016.

Company Name

A Good Used Book®

Legal & Ownership Structure

Limited Liability Corporation

LLC Members

Jenny Yang, Owner
3,760,000 shares, 47.0%

Chris Capizzi, Co-owner
3,640,000 shares, 45.5%

Kevin Ostrov, Advisor
600,000 shares, 7.5%



Trademark Registrations

"A Good Used Book" Company Name

Mark Drawing Type

4 - STANDARD CHARACTER MARK

Mark Literal Elements

A GOOD USED BOOK

Standard Character Claim

Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Registered with USPTO

February 8, 2022.

A Good Used Book Logo

Mark Drawing Type

3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S)

Description of Mark

The mark consists of an open book facing to the back, with two arms and two legs. The arms are wearing gloves and the legs have booties on the feet. On the left side cover is the stylized wording "A GOOD USED BOOK".

Registered with USPTO

February 8, 2022.



Pop up & Residency

Everyone reads, especially in Silver Lake. We engaged an untapped audience of readers and went locally viral, creating a scene that became a destination for the community.

A Good Used Book @ Brain Dead

Brain Dead Fabrications
3819 Sunset Blvd, Los Angeles, CA 90029
2,200 books, 150 sq. ft.

August 10, 2022–September 28, 2022
Open Daily, M-Sa 11am–7pm, Su 12–6pm

Total Gross Revenue: \$50,205
Sales Days: 49

About Brain Dead

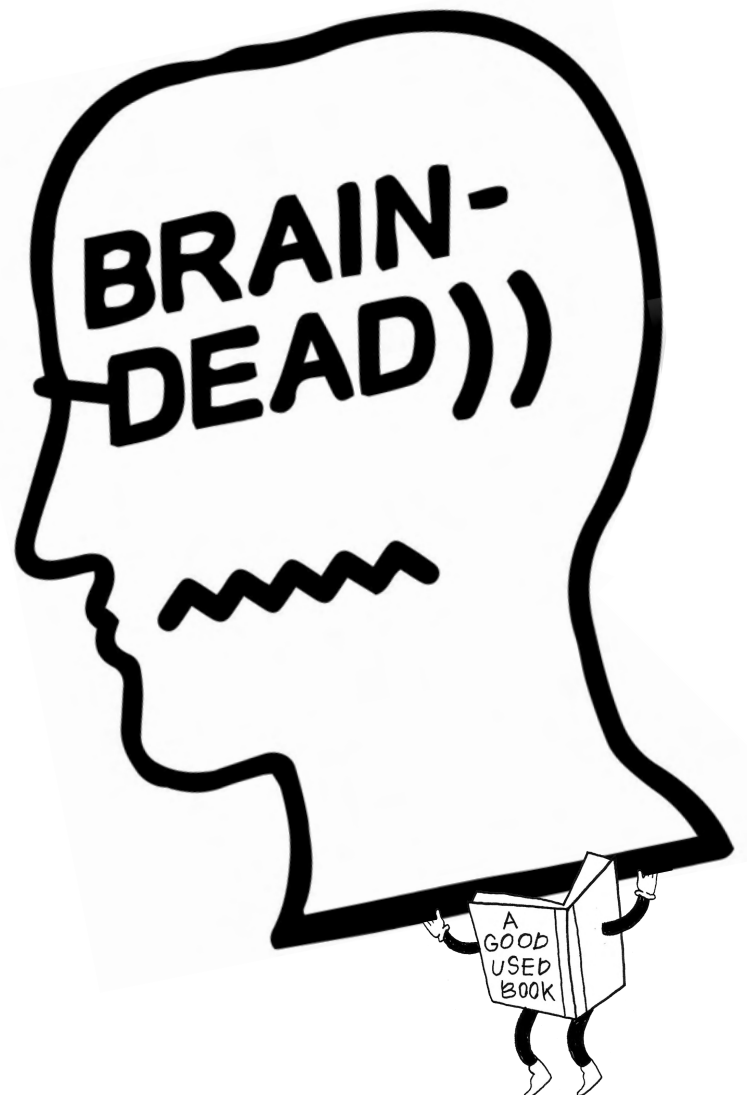
Brain Dead is a multi-faceted streetwear clothing and graphic design brand that builds its cult following through collaborations with corporate brands (Dickies, Vans, Reebok, APC), action sports (skateboarding, rock climbing, rollerblading), musicians and music festivals, and games (Magic the Gathering). Brain Dead Studios is an arthouse cinema that serves as their retail headquarters, and Brain Dead Fabrications is their retail collaboration with Dickies, housed on Sunset Blvd. in a beautiful indoor/outdoor property.

Milestones

Starting as a one-day, one-off vendor, we were invited to return for three additional pop ups for a combined residency of 65 days.

Our first opportunity to staff full retail hours, 7 days per week.

Highest revenue for one day sales: \$3,700 in 6 hours.



NPR's "Marketplace" interviewed us for its My Economy segment discussing our transition from pop-up to proper retail in the current economic climate.

Neighborhood Dynamic

Silver Lake is already a local destination, from all over LA County or from down the street in Echo Park. Our daily Instagram posts and stories served as reliable calls-to-action that prompted customers to make the short trip.

Sunset Junction provided the ideal setting for a bookstore: plenty of coffee, small bites, and retail shopping within walking distance from the small houses and apartments of Silver Lake.

Daily customers ranged from local residents and employees to local and international tourists, as well as film, music, fashion, design, and food & beverage industry folks.

Repeat customers began to establish schedules and habits: coffee-in-hand, just before lunch, or with a tote bag full of veggies from the farmer's market. Our ever-changing inventory encouraged multiple sessions all week long.

Being part of the community is important to us. We live in Koreatown, adjacent to Silver Lake, so we support businesses in the immediate area. We've built lasting relationships with business owners and their employees. Joseph, our bookseller and copy editor, even lives within walking distance.

Going Viral, Locally

Each day, we posted portraits of our customers and their book purchases to Instagram Stories. Tapping through the stream of photographs, followers immersed themselves in the bookshop experience, virtually, recognizing friends and meeting the larger community. Frequently reposting their portraits, they also created bridges for us to their personal networks.

\$1 Books, promoted locally on Instagram through sponsored posts on Saturday mornings, attracted young customers (aged 18–25), and particularly young women. We placed the \$1 crates at the base of the ramp off Sunset Blvd. to attract the attention of passers-by.

Events & Parties

Opening and closing night parties represented our highest days of revenue along with Sunday events that featured book publishers and record vendors.

Flash photography, complimentary refreshments, and a live DJ were also critical elements to attracting attention and establishing the "party" ambiance.

Challenges

Logistics was our biggest challenge. With three locations—the warehouse in South Gate, production in Koreatown, and retail in Silver Lake—the 35 mile round-trip effectively reduced warehouse trips to one per week. Local pickup of website purchases proved to disrupt the weekly process because of the physical distance between the warehouse and Brain Dead.

Keeping up with demand was also difficult at the onset of each pop-up. With less than two weeks notice, we worked significant overtime to keep the shelves stocked.

Managing staff coverage and breaks.

Lack of access to the retail store for even a few minutes before and after retail hours also presented challenges with cash counting and merchandising.



LITERATURE

GENRE FICTION

J.R.R. TOLKIEN
SCI-FI (N-2)

STEPHEN KING

SPY

WESTERN

COMICS

THE W (1930s)

POPE JOHN (1980s)



VERVE

COFFEE ROASTERS

A Good Used Book @ Verve Coffee Roasters

Fashion District, Downtown Los Angeles
1,300 books, 90 sq. ft.

July 30, 2021–December 19, 2021
Open Friday–Monday, 7am–3pm

Total Gross Revenue: \$27,874
Sales Days: 67 days

About Verve Coffee Roasters

Verve Coffee Roasters is a nationally-recognized, award-winning roastery founded in 2015 in Santa Cruz, CA. Through 12 retail cafes in California and one in Tokyo, Japan, they serve direct-trade coffee and attract customers with design-focused indoor/outdoor locations.

Milestones

The Los Angeles Times chronicled our return to physical retail after more than two years of online-only operations due to pandemic restrictions.

Implemented Shopify Point-of-Sale for checkout. This centralized all transactions, online and in-person, to the Shopify environment so that we could manage everything from one place.

With book-specific data and synchronized barcode labels, our streamlined checkout process allowed booksellers and customers to freely keep the conversation going.

Using daily Instagram posts and stories, we promoted the residency each day, drawing our own unique traffic

to the coffee shop. The vast majority of customers coming to see us purchased coffee, food, and merchandise from Verve.

We received positive Yelp reviews on Verve Coffee's page and we were mentioned in local, downtown forums.

Challenges

Technical difficulties with POS equipment and apps. Connectivity issues with little to no access to the host store's infrastructure.

Verve's location on Spring Street was unique in that large, empty parking lots flanked the historic building, buffering it from the high-end retail a block away in any direction. As a result, foot traffic was low, especially during the mid-day on weekdays.

Takeaways

Many customers seeking out books also bought drinks, coffee beans, prepared food and merchandise from the coffee shop.

We would prefer to have an indoor/outdoor retail experience with checkout indoors. Peak summer and winter temperatures can be challenging.

Downtown Los Angeles is not a preferred location due to expensive and otherwise unavailable parking, lack of supporting businesses and experiences, low foot traffic, and challenging environmental circumstances.

- *Whipping Star* by Frank Herbert, Paperback, New English Library, 1972.
- ↘ Local author Rosecrans Baldwin signing copies of his latest book, *Everything Now*, at Brain Dead Fabrications.
- ↓ Weekend vibes from our checkout station looking up the ramp onto Sunset Blvd.



Market Analysis

More people are reading, and younger customers are driving the gains in the market.

“A significant share of US adults responding to a survey on book consumption reported having read a print book in the last year. Younger consumers aged 18 to 20 years old were most likely to have done so, with more than 70% having read a print book in the last 12 months.”

source: [Statista](#)

Readers vastly prefer printed books over e-books or audiobooks.

“Print books account for the largest market share at 78.7% in 2021.”

source: [Grand View Research](#)



There are very few bookstores in Los Angeles, especially ones that specialize in used books.

<u>City</u>	<u>Bookstores</u> per 100,000 people
Melbourne	33.9
Barcelona	19.8
Shanghai	15.7
Toronto	12.4
Tokyo	11.4
New York	9.4
Paris	8.9
San Francisco	8.7
Seoul	5.3
Los Angeles	1.77

source: [World of Cities Culture Forum](#)

The book industry is growing faster than other retail sectors.

“U.S. print book sales rose by 67.8 million in 2021, with adult fiction sales rising 25.5% and adult nonfiction sales rising 4.4%, according to data gathered by market research firm NPD.”

source: [Forbes Magazine](#)

“December bookstore sales increased 33.6% over December 2020, rising to \$1.20 billion from \$900 million in December 2020. The December increase followed sales jumps of 53% in October and 43% in November. The 28% increase in bookstore sales for 2021 was higher than the 19.3% increase for the entire retail sector.”

source: [Publishers Weekly](#)



Neighborhood Analysis

With direct experience in the immediate neighborhood, we know our people live and play in and around Virgil Village at all times of the day. A Good Used Book Shop is the perfect compliment to the day and night food offerings already established on the street.

“LA’s Coolest Street” - Time Out

Virgil Village sits on Virgil Avenue between Beverly and Santa Monica Boulevards. It offers three daytime brunch restaurants (Sqirl, Courage Bagels, and Bolt), two cocktail bars (Bolita and The Virgil), two wine bars (Voodoo Vin and Melody), less than a handful of independent retail shops (Virgil Normal, L.A.G. Vintage, and The Crowd Went Wild), one art gallery, a pupuseria, and a number of small supermarkets, liquor stores and automotive service businesses.

Perfect for the Brunch Crowd and to Start Date Night

People need something to do between all the eating and drinking. Book-browsing is the perfect activity when you still have half a cup of coffee to finish midmorning or to warm up to a night out of wine and cheese.

A Constantly Rotating Selection of Books

We add books to each category every day, so it’s easy for customers to come back multiple times—the experience is always different. Used, vintage and antique books, with their variety of historical printings, transfers of publishing rights, and physical conditions, are generally unique—a book you see one day may never turn up again. This creates an immediacy to the

purchase and a perceived scarcity because of the item's individuality. Purchases of new books also have a sense of immediacy tied to their release dates. Many readers want to be the first, and they increasingly care about where they are buying from. Special signing events also add to the experience of purchasing newly published titles.

Location

Virgil Village is conveniently surrounded by Silver Lake, East Hollywood, Los Feliz, and Koreatown. It is situated just north of the 101 Freeway and south of Sunset Boulevard, making it easily accessible for customers coming in from all parts of LA County.

Parking is moderately easy. Metered street parking is available at an affordable cost, while free street parking is fairly attainable within the neighborhoods.

There are many small homes and apartment buildings lining the streets intersecting with Virgil Ave.

“AM Overlords”

Courage Bagels and Sqirl have both garnered national fame. Both establishments attract lines of strikingly similar demographics as our audience from all over Southern California.



Demographic Data

Virgil Village is a neighborhood in Los Angeles with a total population of 24,842. It occupies approximately 1.07 square miles.

Overall, expenses in Virgil Village are 2% higher than the national average. Most people in the neighborhood rent their homes, with 87% of households being occupied by renters.

The median age is 35 years old, 36% of residents are married, and 27% of residents have at least one child. About 22% of adults here have a bachelor's degree or higher. The overall risk of crime in Virgil Village is 40% lower than the national average.

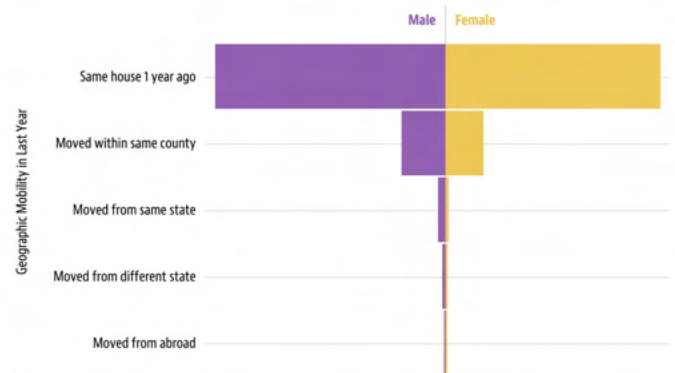
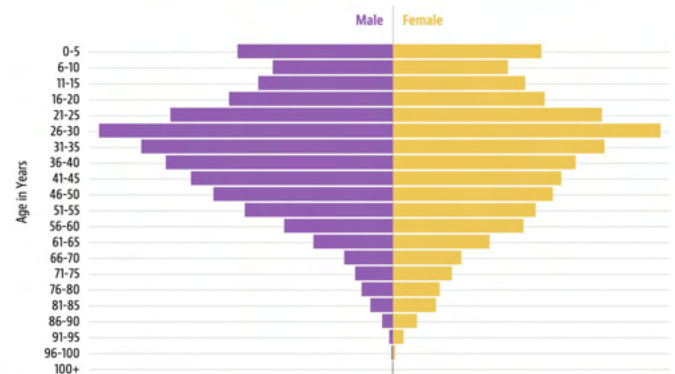
Virgil Village residents fall mostly in the 21–45 age range, our strongest demographic. Over time, we will be able to build a relationship with the community, as the vast majority stay in the neighborhood.

On the other hand, we service both the Sqirl/Courage Bagels audience, mostly visiting from adjacent neighborhoods but also from LA County and the Westside, as well as local residents who are turned off by the lines, the higher-than-average cost, and the restaurants' lack of community participation.

Many of our customers on Sunset Blvd. mentioned that they actually lived closer to Virgil Village. Santa Monica Blvd., Melrose Ave., Vermont Ave., and Hoover Ave. are all within walking distance.

Events Potential

Daytime, weekend events, such as releases, signings, and discussions will capitalize on the traffic generated by the brunch restaurants, while weeknight events can work in tandem with wine bar and cocktail bar patrons as late as 9pm. We'll also consistently promote \$1 Book releases on weekend mornings, as well as periodic Tuesday new book releases.





Our Customer Profile

Born into a visually dominant media landscape of brands and lifestyles, our customers are especially sensitive to photographic storytelling. Personal stories of experience are also effective, as customers look for meaning and identity in each transaction, beyond the material of the product. They want human connection—to us, to legacy, to imagination.

Demographics

20–45 year olds, skewing younger and 60% women.

Many live in the City of Los Angeles and Los Angeles County, and a significant number purchase both online and in-person.

New York, San Francisco, Austin, and Miami customers fall within the same age range and participate online only, with a few traveling exceptions.

Local customers tend to be working professionals in the creative, entertainment, and technology fields ranging from Instagram influencers, models, agents (William Morris Endeavor, CAA), film producers (Westworld), journalists (Vice News), designers (Jeffrey Campbell, Entire World), and architects (Frank Gehry & Associates) among many others. Educators, researchers and graduate students also make up a significant portion of our audience. And college students and entry-level types are the biggest fans of \$1 books and affordable used books.

Our best customers are generally single or unmarried, have an undergraduate or higher-level degree, and are beginning their careers or just starting to establish themselves.

We do not collect ethnic or other personal data using any tracking technologies out of respect for the privacy of our customers. We do collect data on customer behavior limited to actions on the website. In person, we count customer engagement manually and only observe behavior and report it anecdotally.

Our customers love modern literature, artistic cinema, independently produced music, and individualistic fashion. They are spiritual and open to magic, superstition, and the occult. They tend to hold liberal, progressive values with deep concerns for human rights and equality.

As a result of our broad categories, we invite many bookstore characters: rare book snobs, bargain hunters,

self-identified non-readers, aspiring writers, aspiring bookstore owners, chatty loiterers, genre nerds, witches and warlocks.

We give local tourists the impetus to make the trek into LA, spend the day in the city, and finally try that coffee shop or restaurant that's been on their list forever.

Customers come to our store for a meditative, independent adventure, as a way to ease into a first date, or to reminisce with their long-term partner.

Geographics

Physical, in-person customers, generally live within a 40-minute radius of Central Los Angeles with the highest concentration residing in "The Mideast Side":

Local regulars from the City of Los Angeles: Virgil Village, Silver Lake, Echo Park, Koreatown, Los Feliz, Downtown Los Angeles, Chinatown, Arts District, East Hollywood, Hollywood, West Hollywood, Atwater Village, Glendale, La Brea, and Miracle Mile.

Local tourists from Los Angeles, Orange, San Bernardino, and Riverside Counties.

Domestic tourists from New York City, San Francisco, Portland, Chicago, and Washington DC.

International tourists from Europe, Asia, Australia, and Canada—we even had Instagram fans visit all the way from Guam!

Online customers also reside in the Los Angeles area (26.9%) followed by New York City, San Diego, San Francisco, Austin, and Miami.

Above all other factors, our customers are motivated by the curation of the used, vintage, and new books. They are readers of literature, analyzers of culture, and students of art in all its forms, but they also enjoy the modern conveniences of technology and social media, including the idealized, immediate gratification it promises.



Competition

We've found a niche for ourselves between many segments of our industry. Our hybrid bookstore model—selling used and new books, in-person and online—is unique in its focus on literature and the arts.

Local Used Bookstores

For such a large, sprawling city, there are very few used bookstores. Our primary competitive advantages to other used bookstores include our curation, inviting and intimate customer service, and unique presentation of vintage paperbacks.

Aladdin Bookstore, Koreatown - 2.5 mi

Alias East, Atwater Village - 3.1 mi

Counterpoint Books & Records, Hollywood - 3.1 mi

The Last Bookstore, DTLA - 4.5 mi

Other Books, Boyle Heights - 5.5 mi

Sideshow Books, Miracle Mile - 7.6 mi

Local Art Bookstores

In contrast to the generally higher prices and stuffier attitudes found at most art bookstores, we try to make our audience's favorite artists accessible. We favor vintage monographs, but also sell many affordably priced coffee-table books.

Stories, Echo Park - 2.5 mi

ARTBOOK @ Hauser & Wirth, Arts District - 5.1 mi

Hennessey + Ingalls, Arts District - 5.1 mi

Taschen, West Hollywood - 5.1 mi

Arcana Books on the Arts, Culver City - 8.4 mi

Local New Bookstores

Since hundreds of thousands of titles are published globally each year, curation is again our advantage. We focus on trending, contemporary books, active local authors, minority and LGBTQ+ authors, and modern classics we aren't able to fulfill in used condition.

Skylight Books, Los Feliz - 1.5 mi

Chevalier's Books, Larchmont Village - 2.8 mi

des pair books, Echo Park - 3.1 mi

Now Serving, Chinatown - 4.0 mi

Tomorrow Today, Chinatown - 4.6 mi

Barnes & Noble, Glendale - 5.0 mi

Barnes & Noble, West Hollywood - 5.1 mi

Book Soup, West Hollywood - 6.4 mi

Village Well, Culver City - 9.4 mi

Online Marketplaces & Retailers

At agoodusedbook.com, customers will find photographs of the actual books they are buying, book-specific condition notes, and additional commentary written specifically for that book by a copywriter. Born from Amazon, we know its systems, and we remain competitive in fulfillment, offering Priority Mail service and affordable Media Mail service. We thoughtfully wrap each package, protect it for the shipping journey, and finish each package with a handwritten note.

Amazon
Ebay
Instagram
Etsy
AbeBooks (Amazon) Biblio
Alibris
Bookshop.org

Thrift Books
Wonderbooks
Better World Books
Powell's Books
Strand Books
Barnes & Noble
Target
Walmart

Indirectly Competitive Industries

Ebooks
Audiobooks
Comic Books
Vinyl Records
Video Streaming
Podcasts & Digital Music
Vintage Clothing
Food & Drink

- ✓ Teaser photograph of a curated Story Sale on a book cart in the South Gate warehouse facility.
- ↘ Posing with books purchased in front of the \$1 bins in the Brain Dead Fabrications courtyard.
- ↓ Highly sought after collection of adult, erotic works by by childrens' author Roald Dahl featuring *Kiss*, *Kiss, Switch Bitch*, *My Uncle Oswald*



Marketing & Sales Strategy

Community-building through Photography and Social Media @agoodusedbook

Photographing Readers and Their Books

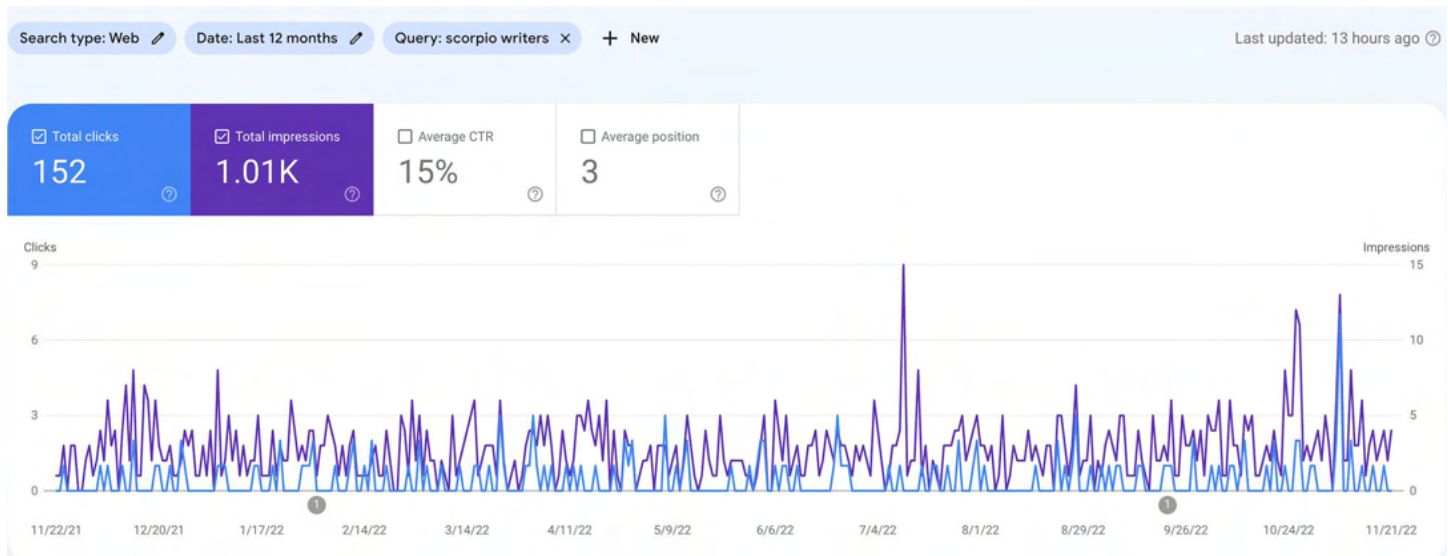
We've incorporated photographing our customers into our regular checkout process, casually asking for a snapshot of the customer posing with their books so that we can post them to our Instagram Stories with their account tagged. We post up to 100 portraits a day.

Our Stories feed is entertaining and binge-worthy. View counts (visible for business accounts) are high: up to 1,000 views or more per post.

The New Word-of-Mouth: for the Virtual World

Stories posts are visual evidence of fun with books, in a cool place near you, with other literary-minded people just like you.

Many customers use our photographs of them as raw material for their own reposts, adding another layer of participation and becoming advertisers for us.



12 months historical click and impression data for *Celebrating Scorpio Writers* blog post by Sarah Bofenkamp from Meta Business Manager.

Surviving COVID: Story Sales on Instagram

What is a Story Sale?

Our "Story Sales" are weekly events where we sell books on Instagram through their Stories feature, direct-to-consumer. Instagram Stories allows users to post pictures or videos (15 sec or less) that expire after 24 hours. At the onset of the pandemic restrictions in March 2020, we began posting photographs of books for immediate sale, with prices and conditions, using direct messaging to coordinate payment and shipping.



August 11 2:56 PM

WEEKLY STORY SALE

Every Thursday
3pm pst / 6pm est

We post a book each minute.

DM to claim.

We send checkout links
to carts with your reserved books.

Books are available at agoodusedbook.com
immediately after the sale.

August 11 3:13 PM

Literary Fiction

Originally published in 1957 but rediscovered by Bay Area authors in the 1970's, this is the work that helped crown John Okada as the very first Japanese American novelist.



University of Washington Press, New Trade, 2014. **\$18**

New.

No-No Boy by John Okada

August 18 4:48 PM

FREE SHIPPING: MEDIA MAIL \$40+ / PRIORITY \$100+

AGOODUSEDBOOK.COM




LATEST STORY SALE

books available now!!!

August 18 4:48 PM

23 great stories from "Dime Detective" magazine, ranging from local greats like Raymond Chandler and John MacDonald to Erle Stanley Gardner.



Sold


Replied to your story

I'll take this

Man in the High Castle \$12

Added!

Replied to your story



A Good Used Book
Independent online bookstore selling New, Used and Vintage books based in Los Angeles, California. AAPI-Owned (Korean-American)...

got it got it, Jenny's shipping everything out tomorrow! Thanks as always

Thank you as always! Keep rocking the pupup.

Trying to keep up!!

How It Works

For up to an hour, we post a picture of a book each minute. Each post features a priced book with its publisher, publication date, and condition. Followers can view the post and swipe up to send a Direct Message to claim the book—first come, first served. Customers can continue to view the rest of the Story Sale with their book reserved, and they can add books to their cart at any time.

At the end of the sale, customers are sent a checkout link to a cart prefilled with their reserved books. Shopify Checkout provides a full range of payment options along with the shipping services we provide. Automatic notifications keep customers up to date on payment processing, shipping, and delivery.

Books are made available at agoodusedbook.com immediately after we post the last book. Customers can find them featured prominently at the top of the website, add books to their cart, and checkout within Shopify Checkout. We also post sold books, labeled as such, as teasers to create the feeling of missing out.

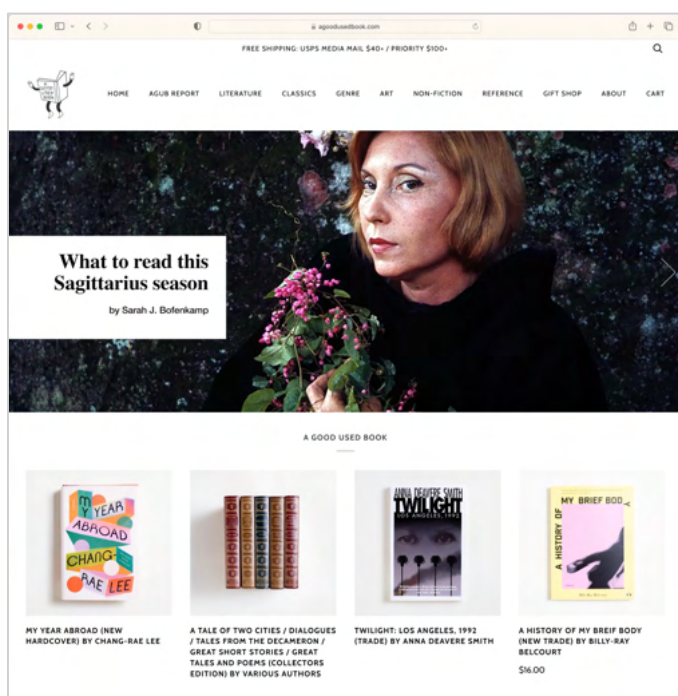
Custom Checkout, Integrating Instagram and agoodusedbook.com

Due to a limitation in Shopify's invoicing system, we contracted a programmer to create a seamless checkout in Shopify that allows us to communicate with customers on Instagram. Using an invoice generator our programmer created, we can prefill carts with the reserved books customers claim from our Story Sale, and they can add more books or merchandise to their carts, on their own, from our website.

This is our unique competitive advantage in online selling. The checkout experience is virtually identical to a large ecommerce giant but guided with our personal flavor of casual customer service.

The Future of Story Sales

As pandemic anxieties subside, we'll continue Instagram Story Sales to keep consistent contact with our Instagram audience, and even online, they are mostly from the Los Angeles area. From a consolidated space, weekly Story Sales offering Local Pickup will be a critical element of selling books online, bringing customers into our space having already made a purchase.



Desktop



Mobile

agoodusedbook.com

Launch

For the first 40 Story Sales, we communicated solely through Instagram's direct messaging, took payment by Venmo, and shipped packages with Paypal. Google Sheets loosely glued it all together in the short term, but by July 2020, we migrated all checkout processes to Shopify and officially launched agoodusedbook.com with an opening catalog of more than 1,000 books, full-service self-checkout, and free shipping on orders \$25 and over.

E-commerce

We offer an actively rotating collection of 1,800–2,400 new, used, vintage, and rare books organized and searchable by category, condition, author, title, publisher, and publication date. Unique in the industry, we individually photograph each book in a controlled, professional studio environment.

Search Engine Optimization (SEO)

By nature, books have a lot of data associated with them: titles, authors, publication dates, publishers, synopses, reviews, and so on. We use metadata attached to each book we list online to make it as searchable as possible. Each book listing and blog post is accompanied by hundreds of keywords used by web crawlers and search engines.

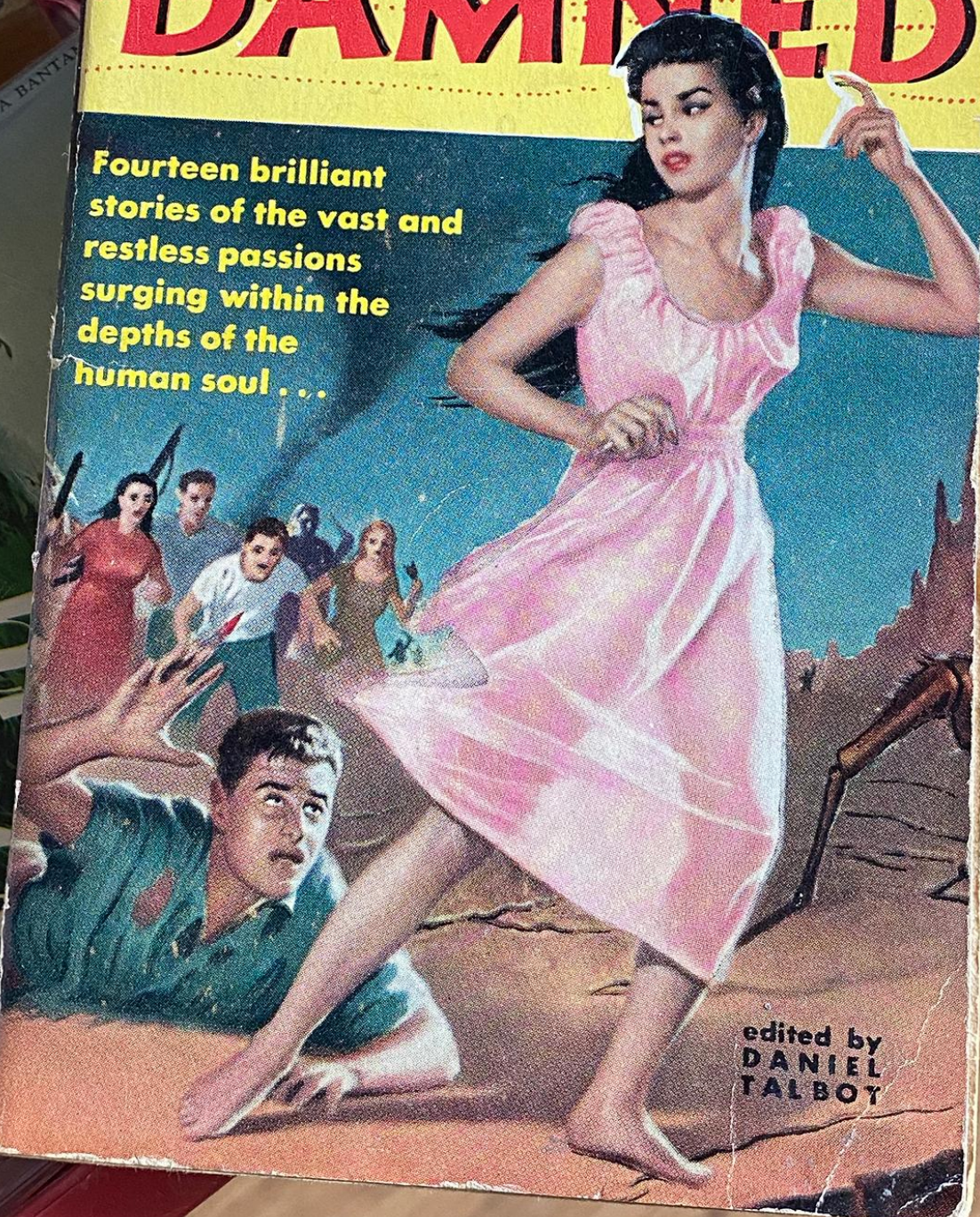
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ERNEST HEMINGWAY JAMES JOYCE
SHERWOOD ANDERSON ROALD DAHL
STEFAN ZWEIG GUY DE MAUPASSANT
WALTER VAN TILBURG CLARK and others

the DAMNED

Fourteen brilliant
stories of the vast and
restless passions
surging within the
depths of the
human soul...



edited by
DANIEL
TALBOT

Products

A Typical Customer Order

\$29.05 average order value

2.21 units per transaction

Vintage Paperbacks

\$8.00 starting price, \$13.39 average

Walking up to a table display of our paperbacks, even the uninitiated instinctively know that behind the first book hides the next. Cover to cover. It's simple and satisfying. And every book is shrink wrapped for protection. From Modern Literature to the Classics, the Humanities to the Sciences, Movie Tie-ins to the Unknown, we offer something for anyone interested in life, its history, and its imagination.

Used Trades and Hardcover

\$10.00 starting price, \$16.62 average

For the everyday readers to the esoteric collectors, we provide a broad but curated selection in all formats dating back to the early 20th century up to the 2020s.

New Books

\$12.00 starting price, \$19.03 average

We stay current and broaden the scope of our collection by offering new books direct from publishers and their distributors. These books require minimal processing and can be easily restocked, offsetting the lower margins.

New books also create opportunities to collaborate with local and contemporary authors for readings, book signings, and new releases. Our best-selling book at the Brain Dead pop up was "Everything Now" written by author Rosecrans Baldwin and released in 2021. Local to LA, Rosecrans signed 20 copies for us, all of which sold within a week.

Art & Photography Books

\$12.00 starting price, \$28.32 average

Painting, Photography, Sculpture, Conceptual Art, Design, and Architecture.

Rare & Signed Books

Our highest value items sold online and in-person:

Summa Theologica, I and II by Thomas Aquinas, \$350
Franklin Library 25th Anniversary Limited Edition, Gilded Hardcover Set

The Dune Encyclopedia edited by Willis E. McNelly, \$300
2nd Berkley Books Printing, Trade Softcover

Lachapelle: Heaven to Hell by David LaChapelle, \$250
Signed by the artist, Oversize Hardcover

Survivor by Octavia E. Butler, \$250
1st Signet Printing, Vintage Paperback

Let the Rail Splitter Awake by Pablo Neruda, \$250
Masses & Mainstream Edition, 1950 Hardcover

Less than Zero by Brett Easton Ellis, \$200
1st Edition, 1st Printing, Hardcover

\$1 Books - Damaged but Not Forgotten

Tax included for cash purchases.

Selective by necessity, we make use of as many books as humanly possible. With books that do not make our cut—perhaps there's some underlining, a stain, or just too much overall wear—we retail those for a dollar.

Pricing Used Books

Our base price of a used book begins at \$8.00. We research each book and compare our own sales history with prices at major retailers and third-party marketplaces.

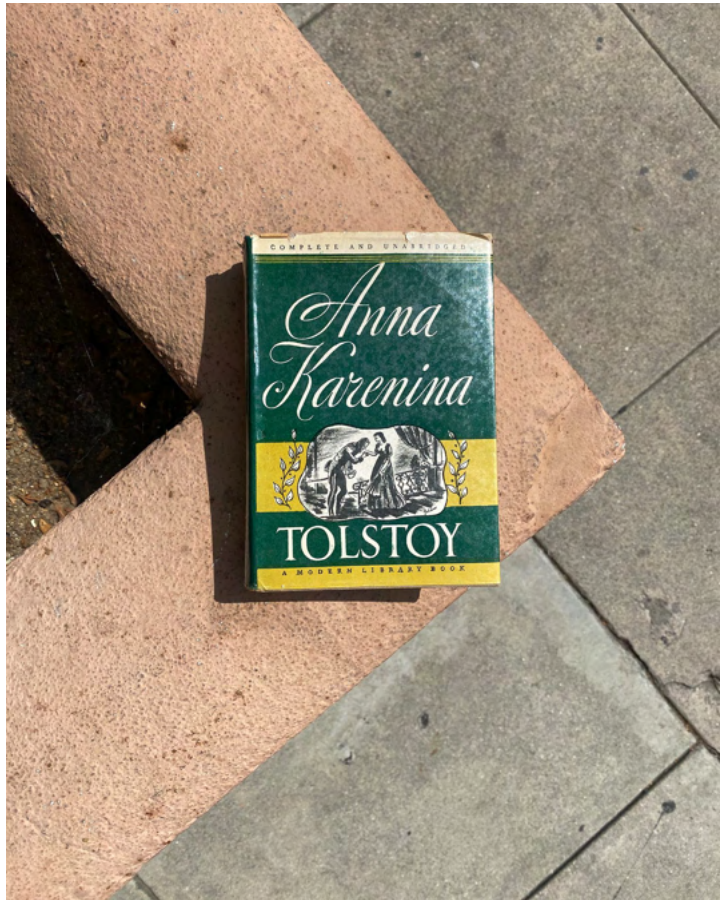
Pricing Structures

Paperback	\$8.00 - \$40.00+
Trade/Hardcover	\$10.00 - \$75.00+
Large Format	\$15.00 - \$100.00+

Pricing Factors

Fair Market Value, Sales History, Availability, Condition, Age

- *Anna Karenina* by Leo Tolstoy.
Hardcover w. Dust Jacket. Modern
Library, 1960.
- ↓ Opening Party at Brain Dead
Fabrications. Silver Lake, Los Angeles
in June 2022.



Business Model



Window Display promotion for a Story Sale, used for both Instagram and agoodusedbook.com

A Typical Customer Order

\$29.05 average order value
2.21 units per transaction

Vintage Paperbacks

\$8.00 starting price, \$13.39 average

Used Trades and Hardcover

\$10.00 starting price, \$16.62 average

New Books

\$12.00 starting price, \$19.03 average

Art & Photography Books

\$12.00 starting price, \$28.32 average

Corporate

19.1%



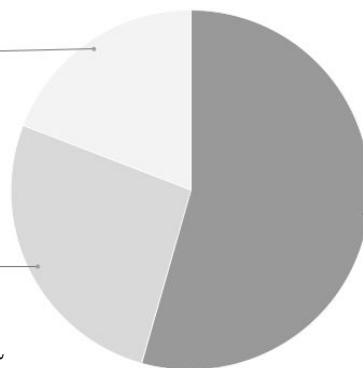
Online Sales

26.5%



Retail Pop-up

54.4%





- ↑ Co-owners Jenny Yang and Chris Capizzi, opening night at Brain Dead Fabrications.
- ↗ Joseph Klammer, manicuring shelves, prepping for the day.
- Sarah Bofenkamp, with her favorite book in her apartment in Palouse, Washington.

Business Management

Jenny Yang

Owner, Creative Director
BA in Photojournalism at Corcoran College of Art + Design in Washington, DC

Press

The Washington Post, “Jenny Yang Contributes a Striking Snapshot to Fotoweeek 2010”, reviewed by Blake Gopnik, November 8, 2010

The Washington Post, “Conner Contemporary’s ‘Academy’ Exhibit Features Work by D.C. Area Art Students”, reviewed by Blake Gopnik, July 24, 2010

The Washington Post, “Real Art D.C. Finalist: Jenny Yang”, reviewed by Jessica Dawson, June 13, 2010

Management Responsibilities

Strategy. Overall vision and general strategy

Curation. Involvement in every level of sorting with final-edit privileges for all incoming inventory. Direct curation of all visual elements of every customer-facing element online and in-person.

Marketing. Visual and narrative creation and management of online channels (agoodusedbook.com, A Good Used Book Report blog), social media platforms (Instagram posts and Story Sales, Twitter, Pinterest), and physical advertising campaigns.

Accounting. Review of monthly expenses and budgeting with contracted professional bookkeeping services.

Retail Operations & Merchandising. Oversee overall and daily aesthetic of the retail space.

Chris Capizzi

Co-Owner, Operations Director
BA in Visual Media: Film at American University in Washington, DC

Management Responsibilities

Strategy. Communicate and implement overall strategy.

Marketing. Copywriting for social media and advertising. Coordinate production of print marketing campaigns.

Accounting. Review of monthly expenses and budgeting with professional bookkeeping services.

Tax filings. Corporate, income, and sales & use.

Office management. Cash management.

Orders. Supplies, new books, remaindered books.

Shared Management Responsibilities

Finance

Review and analyze monthly, quarterly and annual financial documents to forecast sales and inventory needs. Investment acquisition.

Staff Management

Hiring, interviewing, on-boarding, scheduling, assigning tasks and/or projects. Develop and edit employee policies. Conduct and evaluate annual reviews, increases and/or promotions.

Retail Operations

In-Person Customer Service, Recommendations

Fulfillment

Packing, Shipping, Remote Customer Service

Business Operations

Employees (W-2)

Joseph Klammer

Bookseller, Copy Editor

BA in Creative Writing, The New School.

Experience

Studied film and screenwriting at Hanyang University in Seoul, South Korea. Joseph has published a short story and an essay and also completed his first speculative fiction novel. Currently enrolled in Professional Sequence in Editing at UC Berkeley.

Responsibilities

Customer service, recommendations, store merchandising. Cleaning, listing and categorizing books for ingest. Copy editing, manuals and style guides.

Contractors (1099)

Sarah Bofenkamp

Remote Copywriter (Palouse, Washington)

BA in English with an emphasis on Writing at Azusa Pacific University.

Experience

Studied Women Writers of the 19th and 20th Centuries at Oxford University and interned at the Henry Miller Library in Big Sur, California. Sarah started out cleaning and organizing books in a storage unit, but since the onset of the pandemic, moved back home to East Washington State. She has taken on the role of part-time copywriter, become her home town's librarian, and sits on the Palouse City Council.

Responsibilities

Notes by @readingbrb: short-form (10-50 words), original copy for select books featured on Instagram Stories for weekly Story Sales. Essays for Instagram

Public Profile: medium-form (100-250 words), original, personal essays in book culture and/or light dips into interesting backstories. A Good Used Book Report Blog: long-form (250+ words), original lists, essays and deep dives into subcultures and subcategories in books and book history. Twitter Management: original tweets, re-tweets, moderation of comments.

Corbin Sharer

Bookkeeper

Founder of Keep Creative LLC, providing financial services for creators and artists

Responsibilities

Monthly accounting, financial statements review. Expense analysis, forecasting, strategy. Preparation for tax filings.

Noah Harmon

Illustrator, Artist, insta @relaxadult

Noah has designed our logo, which we affectionately call "Bookman," a number of marketing posters and fliers, and a physical bookmark sold with a vinyl sticker as our "Combo #1".

Responsibilities

Illustrations for marketing materials, original merchandise and other various design projects.

Michael Roy

General Counsel

Licensed to practice in California, New York, and Washington, DC

Responsibilities

Review of internal and external contracts and legal documents. Review and advise regarding compliance.

Suppliers, Used Books

Confidential Online Marketplace Megaseller

One of Southern California's largest book retailers and a second generation bookseller. Online inventory of more than 900,000 books on multiple platforms. Three physical bookstores. A non-profit for educational books. Ingests hundreds of thousands of books each month from large, national estate buyouts and thrift store donations.

Inventory Available

Used paperbacks, trades, hardcovers, art books, coffee-table books, rare and antique. All genres and categories of fiction, non-fiction, and reference.

Non-overlapping Markets

At their large scale, the business model relies mostly on barcoded books printed after 1980 with a heavy concentration on textbooks, non-fiction, and children's books. We focus on literature, art and culture, and are especially attracted to books printed earlier in their publishing histories.

Affordable & Plentiful

Despite the expansive facilities, there is more inventory than can be processed. The warehouse is replenished daily and operates 7 days per week. The average cost per book is \$1.00–\$3.00, while we find our average sales prices are \$10.00–\$30.00.

Remainder Warehouses

"Remaindered" books are books that were returned to the distributor by bookstores or overstock copies that never left the warehouse. The distributor then sells the leftover books, marked on the edge (remaindered) in bulk at heavily discounted prices. We contact these warehouses monthly or quarterly and order books to be shipped to us for retail sale as used books.

Inventory Available

Like New trades, hardcovers, art books, coffee-table books. Most titles are recently published, within the past 10 years. Mostly fiction, scattered non-fiction and art books.

Affordable & Convenient

Ordering is simple, minimums are low, and prices are reasonable with affordable shipping. Prices,

factoring in shipping charges, range from \$2.00 to \$6.00 with resale values between \$12.00 to \$40.00. The majority of books are in Very Good to Like New conditions.

Warehouse We Work With

Book Country Clearing House LLC, located in McKeesport, PA has been in operation since 1985 and houses 45,000 titles in an 8-million book inventory in their 500,000 sq. ft. warehouse.

Book Depot, located in Buffalo, NY, has been in wholesale operation for more than 35 years in their 500,000 sq. ft. automated warehouse with inventory in more than 50 categories.

Powell's Books Wholesale, a subsidiary of Powell's Bookstores, Inc. of Chicago (not affiliated with Powell's Books in Portland, OR), specializes primarily in scholarly and academic remainders.

Other Warehouses: Texas Bookman, Great Jones Books, Bargain Books Wholesale

Museums & Institutions

LACMA

We have an ongoing relationship with the Los Angeles County Museum of Art Library to receive donations and purchase art and photography books.

Book Dealers & Estate Buyouts, Dealers, Book Scouts

Rick's Fun Stuff

Rick Dombrowski has sold vintage toys, books, and ephemera for more than 30 years at the Long Beach Antique Market at Veterans Stadium in Long Beach, CA. He has personal relationships with dealers and sources through LA County, from Torrance to Altadena.

During the pandemic restrictions, we helped clear out a 15' x 25' storage unit he inherited from a bookseller. We found vintage books, left untouched since the mid-2000s, in all formats and categories, which helped us generate critical revenue at a time of peak restrictions.

Estate Sales and Buyouts

Relevant estate sales appear infrequently and inconsistently, but they can be lucrative. We monitor estate sale aggregators for potential sales and attend a few per year.

Regional Book Sales

Large quantity book sales occur every few months. Sales offer 10,000—50,000 books over the course of one opening night or multiple days. They require reservations, travel accommodations, and strategy, being as competitive as they are profitable.

Buyback & Donations

A significant number of customers donate books. This was especially common following the press we received in the Los Angeles Times; readers called Verve Coffee's landline phone to inquire about donations, and some even sent us handwritten letters offering their books.

Buyback is also a frequent request. We have informally bought from customers or casual sellers in the past, and we plan to formalize the process with a brick & mortar storefront.

We believe it is critical to revive the book ecosystem of scouts and dealers. We maintain personal relationships with many whose livelihoods have been stunted by the challenges bookstores have suffered in pandemic life.

Flea Markets

Each month, we attend 2–3 of the many flea markets offered in Los Angeles on any given Sunday. We meet dealers of all types, and they remain an integral part of the used and vintage portion of our business model.

Suppliers, New Books

Ingram Content Group

Holds the largest active book inventory with access to 7.5 million titles with warehouses in Oregon, Pennsylvania, Tennessee, and Indiana representing titles from top publishers like HarperCollins, Simon & Schuster, Macmillan, Hachette, and Penguin Random House, in addition to hundreds of others.

Pubeasy

A distributor network of almost 300 publishers, including Scholastic and many UK publishers such as Counter-Print, Oxford University Press, and Cambridge University Press.

Local Independent Publishers

New Documents, Deadbeat Club, The Secret Headquarters, Angel City Press, Unnamed Press, Arktoi Books, Kaya Press, Red Hen Press, and City Lights.

Small Press Distribution

Founded in 1969, SPD is a distributor of independently published literature, emphasizing small press values of equity, experimentation and access. They prioritize artistic and activist visions for nearly 400 diverse presses.

Legal Requirements

California Secretary of State

LLC Statement of Information
File annually from August 1 - January 31
Annual Fee: \$800

California Department of Tax and Fee Administration Sales & Use Tax

File quarterly
Collected in Point of Sale and remitted quarterly

California State Board of Equalization

Seller's Permit Account Number
103-094256

Los Angeles Office of Finance

Business Tax
File annually

Insurance

State Farm Fire and Casualty Company 25143

Commercial General Liability Policy

Products / Completed Operations Liability

\$2,000,000 annual aggregate

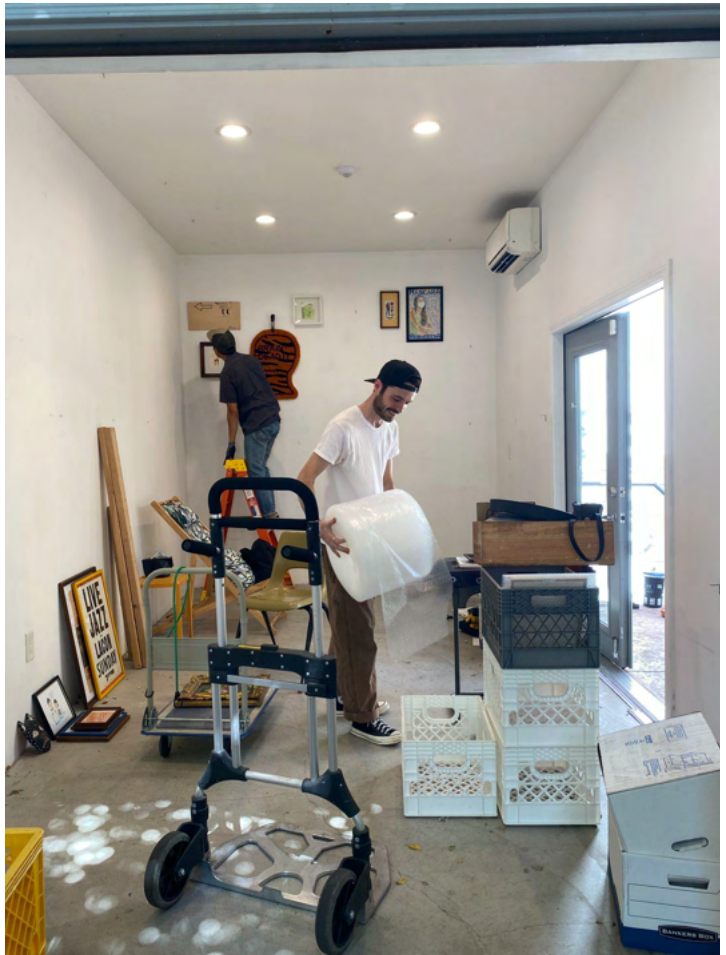
Damage to Premises Rented

\$300,000

Loss of Income and Extra Expense

12 months

Workers' Compensation Policy to be acquired.



- ↑ Portraits at Melrose Trading Post, 2018.
- ↗ A tower of movie tie-ins, topped by *Escape from New York* by Mike McQuay, Paperback, Bantam, 1982.
- Joseph and Chris preparing the raw space at Brain Dead Fabrications.

Risk Analysis

Marketing Risks in Changing Conditions

Brand Risks (moderate)

The A Good Used Book brand—genuine, transparent, reliable, and fun—has been built slowly and with deliberate restraint. A high frequency of communication leaves us vulnerable to saying the wrong thing. Collaborations and their associations can also affect the perception of our brand in both positive and negative ways. Though we have no political affiliation, we do support advocating for basic human rights, equality, and freedom of speech, which all continue to be controversial public issues.

Management Strategy

All premeditated and developed posts go through a multi-level editing process before being posted to the public. Standardized response scripts help limit conversations to transaction details. Improvised chats are reviewed and carefully considered before being sent to followers.

Miscalculating Target Market (low)

With social media as the driving force for changing trends, the landscape can be volatile, especially with new releases. Timing can be critical to catching a wave of a certain author or category. Used books also have strong trends tied to cultural shifts and significant events.

Management Strategy

We are highly selective with the books we choose to order from publishing distributors. When ordering, we purchase conservative quantities and limit delivery costs; books are also returnable within one year of purchase. We keep as up to date as possible with new releases and mainstream news to inform our curation of the collection.

Unfavorable Algorithmic Forces (high)

On average, only 10% of our more than 13,000 followers will see our post. Aside from performance within the first hour of posting, Instagram limits the amount of information and access we have in order to fully understand how to manage this limitation. The algorithm uses unknown factors to restrict or promote posts.

Management Strategy

We favor reputable and recognizable titles and authors

for social media to maximize the potential engagement it could garner for book sales, blog posts, and events. We post at consistent, daily times, with weekly, repeating events, for customers to know when to “tune in” to Story Sales or product drops.

Promotional Risks (low)

Marketing costs from paid advertisements on social media can quickly snowball. Returns on investment are discouraging at best, while competition with larger companies and their budgets makes it even more daunting to try to be seen. Meta advertisements are charged per interaction, while boosted posts are measured by duration and reach.

Management Strategy

We avoid meta advertisements in favor of boosted Instagram posts. They have outperformed industry standards and are manageable in cost.

Operational Risks

Underperforming Daily Sales (high)

Revenue fluctuates depending on a number of factors: time of day, day of the week, season, weather, local events, political climate, economy, etc.

Management Strategy

We schedule daily calls-to-action on multiple online channels in order to garner traffic. In physical retail, our handmade and hand-painted street signs slow down walking traffic and give customers a good idea of what they'll be getting into. Future plans include increased social marketing, local billboards, and guerilla print marketing.

Excessive Demand (moderate)

As we experienced in our first pop-up at Brain Dead, we can get overwhelmed by the sheer volume of customers and transactions, even with a shop fitting in 150 sq. ft. Processing paperbacks and listing books are both time-consuming and labor-intensive tasks, delaying the flow of fresh stock.

Management Strategy

We have hired Joseph to take on some of the listing and processing burdens. We will hire additional capable employees to improve the rate of production. We'll continue to streamline each step of production to

maximize efficiency and establish a sustainable pace between production and distribution.

Employee Conduct and Errors (moderate)

Whether it involves inspecting incoming books or representing A Good Used Book to the public, our employees are trusted to be responsible for the level of consideration required to foster the bookstore environment we all want to offer.. We favor the human over the automated, but with that comes inevitable errors in all aspects of the business. Employees have autonomy to interact with customers in their own styles, which, at times, has the potential to cause issues. In retail, theft is an unavoidable reality. Schedules pose ongoing challenges, requiring adjustment and improvisation, especially with a current on-location staff of three.

Management Strategy

Our spreadsheets incorporate checks relying on templates and drop-down menus to reduce the chances of input errors. We hand count inventory annually to ensure that books available online are stocked physically. We have stringent hiring requirements and a lengthy interview process to ensure we're hiring the right candidate. We'll institute regular, periodic employee reviews to keep lines of communication reliably open and available. Financial reconciliation and deposits have strict protocol, with limited register cash and regular but varied bank deposit trips.

Inventory & Fulfillment Management (moderate)

A reliable inventory and successful fulfillment processes are the basic building blocks of any business' success, but they are also vulnerable to neglect and mismanagement. With disparate facilities at the current time, honoring handling times (1–3 days) has proved challenging, as expectations increase year by year.

Management Strategy

We track incoming backstock according to its format, source, and general category to control buying and processing. Although we do not offer any guarantees or refunds on orders, we unofficially refund customers for systemic mistakes we made, in addition to offering a discount code for the amount they paid. For shipping errors, we have historically sent gift cards for the amounts lost without issuing refunds.

Compliance Risk

Taxes (low)

Timely filing and payment for California sales tax, City of Los Angeles sales tax, LA County sales tax, income tax, and payroll taxes.

Permits and Registrations (low)

Timely filing and payment for LLC fees, business registration with the City of Los Angeles, and business operational permits.

American with Disabilities Act (low-to-moderate)

Accessibility options for both in-person retail (physical minimum requirements) and online website (sight- and hearing-impaired assistance features).

External Risks

Physical Building Risks (moderate)

Natural disasters and unforeseen, sudden events.

Management Strategy

Thorough employee training of emergency protocols, including identifying their location, communicating with emergency services, and navigating to exits. Alert systems will be installed and maintained. Up-to-date first aid kit. Safe storage of critical documents and currency.

Government Shutdowns and Public Restrictions

(moderate-to-high)

Future shutdowns and restrictions are possible due to the increased frequency of global outbreaks. Restrictions to public access to services have crippled or destroyed small businesses.

Management Strategy

Maintain a shutdown plan, outlining protocols for each level of restrictive mandates. Maintain a stock of personal protective gear, sanitizers, and barriers. Stay in constant contact with our audience via social media and email. Stay up to date and compliant with CDC mandates and California state regulations. Shift processes according to allowable sales channels.

Hackers and Data Breaches (moderate-to-high)

Scams, bots, hackers—they are a reality that cannot be ignored. Emails, messages, and comments can all be traps. We were hacked on Instagram through direct messages by a seemingly innocent phishing scam perpetrated through a trusted customer's account. Replying to a message, opening an attachment, or interacting in any way can jeopardize access and control of our own account. Meta and Instagram provide no customer service and no guarantees of any kind.

Management Strategy

Actively use two-factor authentication and a third-party authenticator (when possible) to protect accounts from outside access. Maintain a data breach emergency plan in the case of a breach with important contacts and checklists for damage control. Enlist followers to get the word out. We have direct contact to an Instagram employee who submits requests on our behalf to the OOPS Meta Internal Help Desk.



↑ Closing Party at Brain Dead Fabrications. Silver Lake, Los Angeles in September 2022.

← \$1 Book crates at Verve Coffee Roasters in Downtown Los Angeles.

Future Plans

In the next year, we look to establish a retail and operations headquarters in Virgil Village, introducing our Book Shop and Snack Bar with local and nostalgic treats, phasing in espresso for a complete experience. We've plotted our growth gradually, through complementary and diverse revenue channels, to capitalize and build on the brand awareness we've built so far.

A Good Used Book Shop & Snack Bar

We are a bookstore, first and foremost. But through all our pop up and market experience, we've seen how a coffee and a small snack can go a long way. Especially when you're shopping for books. And we love snacks and coffee.

To get started as soon as possible, we've divided our goals into three phases. First, during construction, we'll complete exterior signage and host weekend pop up events to informally introduce ourselves to the neighborhood. In Phase 2, retail will open as soon as construction is completed, along with a snack bar serving only packaged food and drink items. Phase 3 begins with approval for retail food use and will require a renovation of the snack bar counters to support full-service espresso operations and added equipment. We intend to continue retail operations during this time.

Like our book catalog, our snack bar will be highly curated. Gourmet bulk buys, branded in-house, sold in small quantities. Local, independent small batch producers. Nostalgic Asian snacks from our childhood. And it's scalable for each customer—build a gift basket of books and snacks for a friend, or get yourself that small luxury.

Books and coffee just make sense. But the coffee has to be done right, especially in Los Angeles. Classic espresso drinks. A good, affordable drip coffee. Sourced responsibly, roasted locally, and brewed with precision and consistency working with the best tools and skilled baristas.

PHASE 1: Retail Construction

Soft Opening Weekend Pop Ups

Before taking possession of the space, while construction is still in progress, we plan to hold soft openings outside, in front of the store. This would generate revenue but also create buzz in the neighborhood; crowds draw attention, and our paperbacks have proved to bring them out. It'll be a great introduction to the neighborhood, impact the neighboring business immediately, and serve as an opportunity to ease ourselves in. A limited edition tote bag giveaway designed by Noah Harmon to the first 50 customers would get the lines starting early. And any relevant or required permits will be filed before soft opening.

PHASE 2: A Good Used Book Shop & Snack Bar (Packaged Food)

Of the available 1,800 sq. ft., we will devote 60% to retail inventory (books and merchandise), 15% to packaged food and beverage inventory, and 25% to our creative office and processing.

Retail Bookstore with Convertible Layouts

In general, all off-wall fixtures will be movable to allow for multiple layouts depending on the requirements of the day. Our current layouts include Daily Retail, Book Fairs, Artist Talks, Screenings, and Dinner Parties. Custom tables for paperbacks fill the main retail floor with vintage metal library shelving lining the walls. Small tables and shelves display featured authors, new releases and staff picks. Art and coffee-table books are displayed on large tables for convenient viewing on the raised platform at the rear of the store. A minimal but intuitive checkout counter acts as a bridge between retail and office/processing spaces. We'll line the windows with custom benches, which will be brought inside for seating during events.

Creative Office & Processing

A large part of our brand image is made up of the work we do behind-the-scenes. For headquarters, we'll remove the curtain and open up processing to be viewable by the general public. Ingestion, curation, grading, pricing, wrapping, photography, and online fulfillment will be on full view. Our studio photography workflow and fire-engine red shrink-wrapping tunnel are visual anchors for viewers of our process.

Snack Bar with Office Kitchenette

We're big fans of snacks, browsing for books with them in hand just makes sense. With packaged food and beverage, we can take on food service in an incremental way, allowing the time needed for acquiring proper permits for expanded offerings. An office kitchenette (minimal setup with a small sink, refrigerator and storage) in the Snack Bar serves multiple purposes: benefit for employees, refreshment station during events, and placeholder for future plumbing needed for the conversion to include espresso.

We are consulting with Rebecca Rudolph of Design, Bitches (Alma Cider Bar, Button Mash, Verve Coffee Arts District) for engineering, structural and permitting guidance.

Phase 2 Retail Permits

Department of Regional Planning Zone Change
Cottage Food Class A CFO Permit
Plumbing Permit Fees
Plumbing Permit Forms
Plumbing Permit Application

Starting Inventory

Used, New, Rare & Antique Books

We will start with an inventory of 3,000–4,000 books available for sale in-person and 1,000 books available online for shipping or local pickup. The majority (about 75%) are already housed in back stock and are currently being listed for retail sale. Each week, we plan to add 500–1,000 books, depending on the pace.

Merchandise

In addition to our bookmark & vinyl sticker (Combo #1), we'll showcase branded, evergreen merchandise such as stickers, pins, bookmarks, Limited Edition tote bags, and t-shirts. We'll also collaborate and/or commission local artists for their interpretations of our branding and general book culture. We'll also feature a variety of framed local art, vintage wall art, and vintage ephemera, all available for purchase.

Food & Beverage

Packaged Items: Cookies, Raw & Toasted Nuts, Dried Fruit, Dry Mixes (Childhood Mix, Movie Night Mix, Mom & Dad Mix), Candy, Savory Snacks, Nostalgic Asian Snacks, Whole Coffee Beans

Canned, Bottled and Carton Drink Items: Coffee, Tea, Juice, Spring Water, Sparkling Water, Small Producer Cola, Root Beer, Ginger Ale/Beer, Orange Cream, Coconut Water, Apple Juice, Nostalgic Asian Drinks

Staffing

Opening Staff

We plan to hire at least one Full-Time Bookseller and two Part-Time Booksellers by opening in Phase 2. We will also establish a formal payroll system, withhold allowances, and work toward offering benefits.

Recruiting

Employees will be sought after in the local community with backgrounds in English, Literature, or Writing

Training

Customer service (greetings, conversation and sales strategies, recommendations), inventory analysis, inventory processing using proprietary systems, data entry, studio photography, social media photography, company history and ethos, AGUB style guide, and Employee Handbook.

Equipment

We currently own a substantial amount of major operational equipment, including all necessary components for producing professional, studio photography and book processing. In addition, we will significantly invest in a dedicated POS system with remote checkout and security measures, such as a safe and security alarm.

PHASE 3: A Good Used Book Shop & Snack Bar, now with coffee!

Once approved for retail food service, we'll convert the Snack Bar to house full-service espresso and drip coffee along with local daily pastries in addition to the curated packaged snacks. Retail operations will continue with a limited packaged food offering throughout construction.

Kitchen Construction

Conversion of the Snack Bar will include counter construction and installation of coffee equipment, sinks, and additional refrigeration. We're currently consulting with Matt Moreno of Verve Coffee, Joonmo Kim of Maru Coffee, and Robert Read of Southern California Restaurant Design Group regarding new and used equipment, layout, plumbing, and permitting.

PHASE 3 Permits

LADBS Change of Use Requirements
LA Department of Building & Safety Plan Check
LA Public Health Retail Food Facility Plan Check
LA Public Health Food Facility Permit
Food Handling Certification

Food & Beverage Staff

At the grand re-opening of the Snack Bar, we will directly manage operations with a full-time head barista and three part-time baristas.

Calendar of Events

Taking advantage of our pop-up experience, we'll be holding events regularly and developing a seasonal calendar to fill the year. We have early plans to collaborate with the Los Angeles Review of Books, Acid Free Los Angeles, and a number of local authors and artists. And we'll hold a holiday party each year for employees and friends.

Annual Sale

We only offer a discount once a year during the holidays. Customers can enjoy 25% off all books and merchandise with normal free shipping minimums. The sale begins the Wednesday before Thanksgiving and continues through January 2nd of the following year.

Yearbook Committee - Our Publishing Imprint

Expanding on the original content we produce for online and social media outlets, publishing in print is another place in the book industry for us to make an impact. With guidance from Jeff Khonsary of New Documents, we'll start in-house, developing novels, short story collections and essays with young, local authors. We'll also throw parties for book releases, readings and talks. A portion of our catalog will be dedicated to reimagining literary classics - with artful covers, updated introductions to re-contextualize familiar stories in today's perspective. And each year, we'll publish our own yearbook, to reflect on what we shared with the community.

Financial Goals

Bookkeeping & Accounting

With the help of our bookkeeper and accountant, we've taken the steps to build a solid foundation in analyzing and tracking our profits and losses, expenditures, and earnings. The next step is to use our organized data to forecast trends, maximize efficiency, and nurture the financial health of our growing business

Reinvest in the Business

Aside from modest distributions for living expenses, most profits are reinvested into the business: acquiring more inventory, improving systems, and enlisting help.

Annual Inventory and Annual Report

Each holiday season, we'll be counting every book under the A Good Used Book shop's roof. This will coincide with a review of the year's financials, a log of significant experiences, and projections for the future of the company.

Operations Goals

Driving the Data

Reformat the current listing template for consistency with the data required for accurate forecasting. Generate weekly and monthly reports to monitor product sales and identify strengths, weaknesses, and trends. Measure time taken for frequent tasks to determine the true cost of goods sold.

Reference Materials

The following in-house reference materials will be produced and available in a virtual format, accessible at anytime by anyone in the company:

Employment Agreements

Job description, duties and responsibilities, compensation and benefits, sick pay, annual reviews, promotions and bonuses, codes of conduct, communication policies, position statements, anti-harassment and non-discrimination policies, social media policies, and new hire and separation policies.

Employee Handbook

Company mission, values and vision, structure and contact information, operational history, job descriptions, outline of products and services, emergency and safety protocols, communication procedures and policy statements, social media

procedures, and complaint/conflict resolution protocols.

Retail Operations Manual

Ingest procedures, processing workflows, listing templates, pricing guide, upload sequences, opening/closing procedures, and daily reconciliation.

Online Services Operations Manual

Photography processes, upload sequences, and product management and identification.

Style Guide

AGUB standards for copywriting across all public channels, including Instagram, agoodusedbook.com, Story Sales, A Good Used Book Report blog, Twitter, Facebook, Pinterest, and press releases. Includes grammar, syntax, word selection, and formatting. Based loosely on industry style guides, we allow for specific creative freedom when necessary to achieve the tone of a particular message.

Visual Style Guide

Outline of photographic and graphic elements across all public channels. Accepted resolutions, aspect ratios, and compression. Product photography specifications. Templates and guidelines for layouts.

Up Next for agoodusedbook.com

The Collection

Our goal within the first year is to find a sustained pace for sourcing and distributing books, in physical retail and online through our website, and bridge the gap between the two. In-store customers can purchase any book available on our website with assistance from a bookseller. Online customers can purchase and pick up books in-store. Local pick ups have been challenging, but it is an underestimated revenue channel that consolidation of our operations makes possible.

Upgrading to Version 2.0

Our premium Shopify theme, Pipeline, is available to upgrade at no additional charge. Foundational changes to its architecture requires a temporary shutdown of the website and complete reorganization before migration can be completed.

Shopify Programmer

We are currently in search of a dedicated Shopify programmer to help repair our custom shopping cart and implement custom backend improvements to

assist in organization, presentation, and user experience.

A Good Used Book Report

Expand blog entries to original interviews and features of authors, collections, local places-of-interest, and events.

Email Newsletter

Our newsletter currently has more than 200 subscribers, and there is great potential in acquiring even more subscribers and retaining business through regular reminders of happenings and events, behind-the-scenes access, and exclusive, subscriber-only discounts.

Additional Contract Help

Shopify Programmer

3 Years +

A Good Used Book App (iOS/Android)

As the evolution of agoodusedbook.com, our own app, compatible in both predominant operating systems, will provide searchable browsing, secure checkout, access to original content, and customer service via multiple channels. Data will be tracked and reported in efficient, digestible ways to facilitate improving operations without infringing on customer privacy. Customers will have the ability to make special requests and create profiles, wish lists, and search alerts. They can follow fellow customers and sellers and easily communicate with them.

We also plan to establish a marketplace for independent booksellers and physical bookstores nationwide. We'll share our processes, data, and marketing resources to build a platform for independent, used book sellers that is easy to use and reliably yield successful sales. Current marketplaces like Amazon, Abe (acquired by Amazon in 2008), ebay, and Etsy, do not foster quality sellers—they favor recycling facility megasellers who outsource customer service and undercut independent sellers with advantages to scale.

Donation Boxes

Readers need a way to manage their home inventories, and currently, they aren't finding many places to donate them. Due to bookstore closures and restrictions at thrift stores, we are inundated each week with donation requests. In addition to accepting donations in-store, we have access to more than 10 donation boxes we can place strategically in the neighborhood—each box will have “mile-markers” showing customers how far they are from the store.

LIT (F-J)

LIT (K-O)

THE CASTLE FRANZ KAFKA



BOOK