



Who We Are



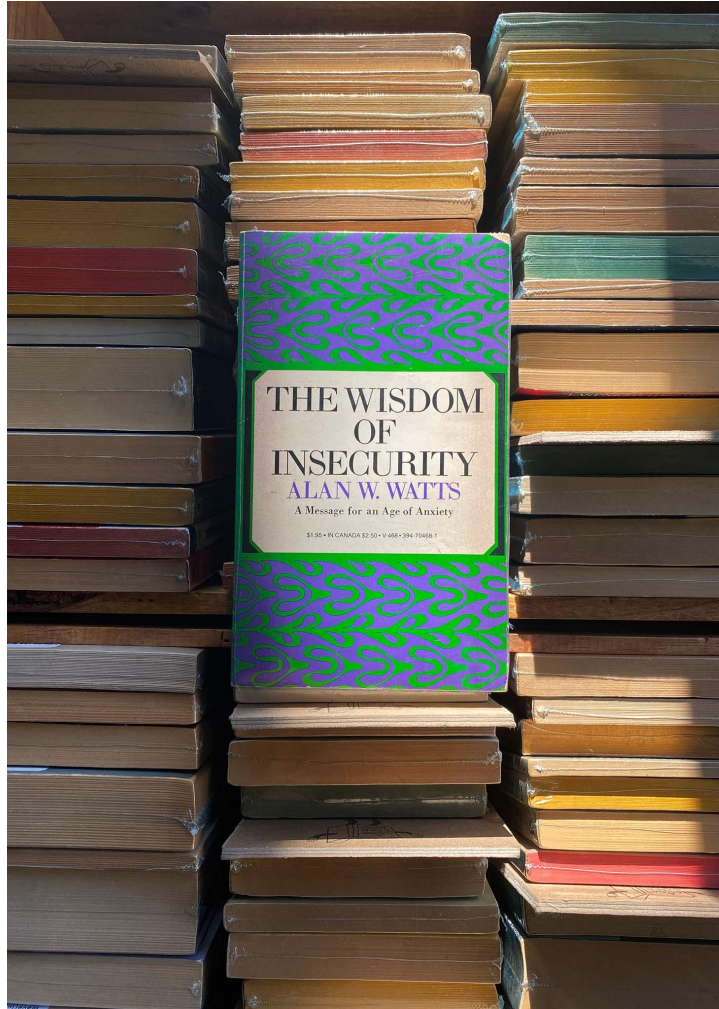
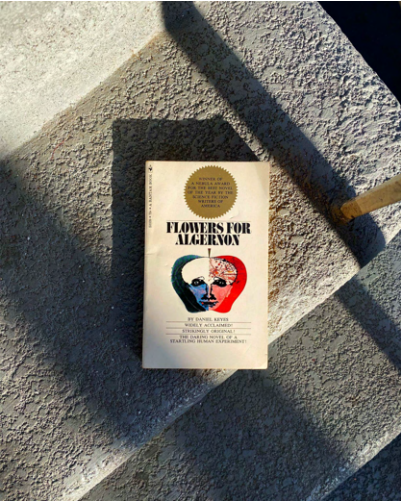
A Good Used Book® is your reimagined neighborhood bookstore. Operating in Los Angeles, we build a book-centric community through personalized service—face-to-face and virtually.

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 content, customers choose their own adventures.

What We Do

We sell new, used, vintage, rare, and signed books in pop ups, residences, and online at agoodusedbook.com. We use photography and original content to draw customers into an inviting and accessible book-buying experience.

Our Business Model



Corporate

19.1%

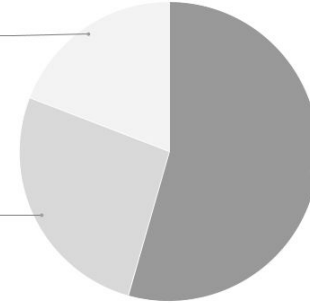


Online Sales

26.5%



Instagram



Retail Pop-up

54.4%



P.F. CANDLE CO.
Los Angeles Times
FESTIVAL OF BOOKS
UNIVERSITY OF SOUTHERN CALIFORNIA

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



Los Angeles Times FESTIVAL OF BOOKS

UNIVERSITY OF SOUTHERN CALIFORNIA

With almost 100,000 attendees over two days, our small tent was filled with from opening to close.

We introduced ourselves to a broader audience of general book lovers and their responses were ecstatic.

Next year, we'll increase the size our presence to better accommodate the crowds and make it easier to checkout with staff.

Sales & Revenue

Total Revenue: \$14,060
Customers: 503
Books Sold: 1,051
Sales Days: 2 days

Inventory & Retail Space

1,300 books restocked daily
10' x 10' - 100 sq ft



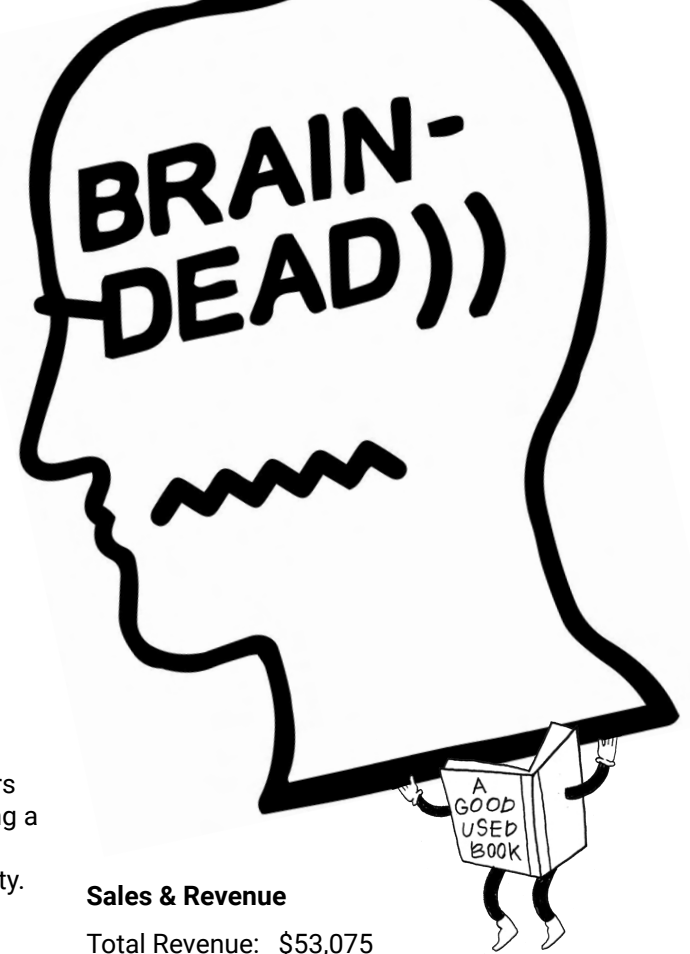
Everyone reads, especially in Silver Lake. We engaged an untapped audience of readers and went locally viral, creating a scene that became a destination for the community.

2022 Pop-up Location

Brain Dead Fabrications
3819 Sunset Blvd, Silver Lake

Dates & Hours

August 10 - September 28
Mon - Sat 11 - 7pm
Sun 12 - 6pm



Sales & Revenue

Total Revenue: \$53,075
Customers: 1,794
Books Sold: 3,965
Sales Days: 50 days

Inventory & Retail Space

2,200 books restocked daily
9' x 16' - 150 sq ft

Los Angeles needs more bookstores.

<u>City</u>	<u>Bookstores</u> (per 100,000 people)
Melbourne	33.9
Barcelona	19.8
Shanghai	15.7
Toronto	11.4
New York City	9.4
Paris	8.9
San Francisco	8.7
Seoul	5.3
Los Angeles	1.8

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

Local Competitors

Used Bookstores

Aladdin Bookstore, Koreatown
Alias East, Atwater Village
Counterpoint Books & Records, Hollywood
The Last Bookstore, DTLA
Other Books, Boyle Heights
Sideshow Books, Miracle Mile

New Bookstores

Stories, Echo Park
Skylight Books, Los Feliz
Chevalier's Books, Larchmont Village
des pair books, Echo Park
Now Serving, Chinatown
Tomorrow Today, Chinatown
Barnes & Noble, West Hollywood
Book Soup, West Hollywood

Art Bookstores

ARTBOOK @ Hauser & Wirth, Arts District
Hennessey + Ingalls, Arts District
Taschen, West Hollywood
Arcana Books on the Arts, Culver City



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](#)

“Books market size was estimated at \$138.5 billion in 2021 and is expected to reach \$142.33 billion in 2022. Market growth is expected to grow at a compound annual rate of 1.9% from 2022 to 2030 to reach \$164.22 billion by 2030.”

source: [Grand View Research](#)



Our Community

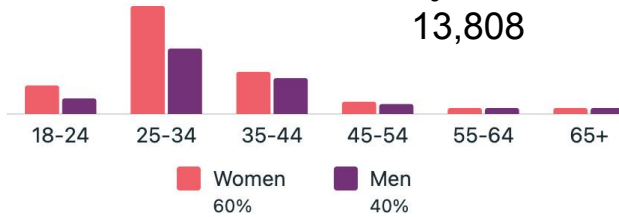


Instagram Marketing

@agoodusedbook

Instagram followers

13,808

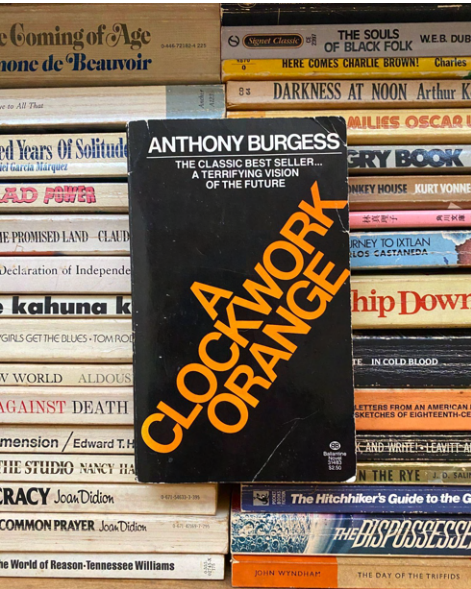


♥ 913 Accounts reached 20,478
Accounts engaged 1,087

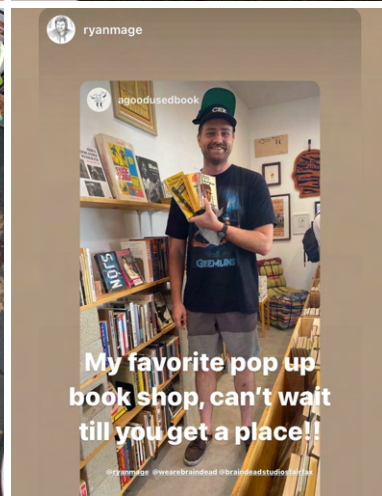
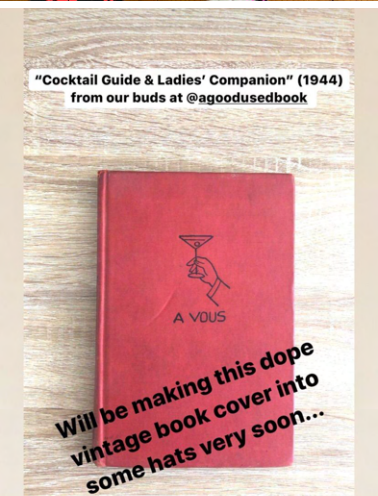
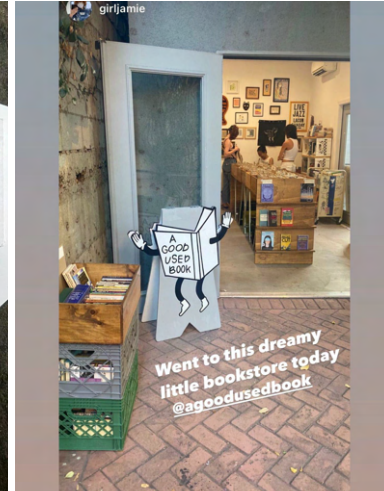
♥ 880 Accounts reached 16,268
Accounts engaged 956

♥ 775 Accounts reached 6,846
Accounts engaged 832

♥ 732 Accounts reached 6,253
Accounts engaged 775



User-Generated Content



Los Angeles Times

BOOKS

Their beautifully curated vintage-book pop-ups were thriving. Along came coronavirus



Chris Capizzi and Jenny Yang in one of the two Alwater Village storage lockers that hold inventory for their pop-up bookselling business, A Good Used Book. (Myung J. Chun/Los Angeles Times)

APRIL 23, 2020 7 AM PT

Even before the COVID-19 pandemic became an existential threat to many “nonessential” businesses, running a brick-and-mortar bookstore in L.A. was a precarious occupation. Last year, in a booming economy, bookstore sales across the country declined by 5.7%. In Los Angeles, rising rents were cutting into razor-thin profit margins as much as competition from Amazon.

There was, however, at least one bookselling operation that managed to offer a tactile, interpersonal buying experience without paying a dime for retail space. And at the start of 2020, it was on the verge of an expansion that could have helped redefine the book market in Southern California.

Two years ago, A Good Used Book developed a contemporary workaround to the decades-old hurdle of paying for a storefront: recurring pop-ups. Founded by Chris Capizzi and Jenny Yang, a gregarious married couple in their late 30s, the pop-up sells mostly vintage pocket paperbacks at flea markets and other venues. Shopping there feels a little like browsing the book stalls along the Seine in Paris or digging around in a used-record store.

A Good Used Book’s largest layouts could be found at Melrose Trading Post and the Rose Bowl Flea Market. Small, sparsely stocked wooden shelves sit at the front of Capizzi and Yang’s tent while milk crates and wooden boards are carefully arrayed in the back. They house art books,

Los Angeles Times

BOOKS

How L.A.’s most innovative pop-up bookstore (barely) survived the pandemic



Jenny Yang and Chris Capizzi, co-owners of A Good Used Book, a mobile pop-up bookseller that relaunched in-person July 30 after running a gauntlet of pandemic challenges. (Jason Aronson/Los Angeles Times)

AUG. 5, 2021 6 AM PT

On a sweltering July afternoon in South Gate, a sky blue freight truck emblazoned with Amazon Prime’s smiling arrow rolls out of the ReadySpaces loading zone. Moments later, Chris Capizzi, the 39-year-old co-founder of A Good Used Book, greets me in the parking lot of the storage facility. As we navigate the labyrinth of corrugated metal, forklifts race through the corridors like go-karts. Capizzi and his wife and business partner, Jenny Yang, 38, work quietly in a 400-square-foot space here — sorting, cleaning, cataloging, photographing, organizing and packaging as many books as two people can in a day.

“You can’t ever get away from Amazon,” Capizzi says later when the three of us convene in one of ReadySpaces’ conference rooms. It’s the lament of every bookseller, but no one has had a year as arduous, as anti-Bezosian, as A Good Used Book.

Capizzi and Yang’s business model actually emerged from a negative experience with Amazon. After failing to sell quality books through Amazon’s Fulfillment program, they conceived A Good Used Book as a roving pop-up store specializing in sharply packaged vintage paperbacks. By 2019 they had become a mainstay at several L.A. flea markets and downtown’s Grand Central Market, with wine crates full of vibrant, seldom-seen covers that readers could flip through like used records.



Two Booksellers Searching for Used Books and a Storefront
by Anais Amin, Aug 10, 2022



How One Bookseller Arrived at its Next Chapter
by Anais Amin and Marketplace Staff, Nov 3, 2021



A Good Used Book in Los Angeles
by Madeline Wendricks, Nov 17, 2021



16 Books Asian American Authors And Literary Leaders Are Recommending Right Now
by Michelle No, May 14, 2021



Asian-Owned Businesses to Support Right Now
by Shanon Maglente, May 1, 2021



AAPI-Owned Bookstores and the Books They Recommend
by Stacey Megally, May 18, 2021



Audiobooks by Asian-Americans and Pacific Islander Authors
by Jenna Homen, May 5, 2021



AAPI-Owned Home, Food and Drink Brands to Know (and Love) Right Now
by Tyler Chin, May 3, 2021



Team



Jenny Yang, owner of A Good Used Book, is a documentary photographer with a BA in Photojournalism from the Corcoran College of Art + Design in Washington, DC.

Chris Capizzi, co-owner, is a filmmaker with a BA in Visual Media from American University.

Jenny and Chris have worked together for more than 15 years in media production (film, documentary, events) until starting A Good Used Book in 2016. They currently live in Koreatown, Los Angeles, with their two cats.

Joseph Klammer
Bookseller, Copy Editor


Sarah Bofenkamp
Copywriter



Writing Los Angeles

A Literary Anthology
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LA



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