

About the Author



Hello, my name is Adam Bertram and I am an online bookseller, IT consultant and family man. I have been involved in one facet or another of information technology for going on twelve years now, and have been selling books and other media online since 2008. The marriage of online bookselling with my vast experience with technology has allowed me to quickly achieve success on a number of online book marketplaces. The astounding results of this marriage are made plain by my sales figures: I am currently approaching \$100,000 in sales just after one year of online bookselling.

This whole endeavor started one warm July afternoon in 2008. On a whim, I listed ten books that I had recently finished reading, and before I could even finish listing them all they started selling and selling FAST! The first book I ever sold was *The Four Obsessions of an Extraordinary Executive* by Patrick Lencioni. I sold this book for \$6 and I was ecstatic! Of course, I had purchased it for the full cover price of \$24.95 but that wasn't the point - I was making money on the Internet, and it was invigorating!

As the "Sold, Ship Now" emails kept rolling in from Amazon and I quickly turned around those first ten books, it dawned on me: "How am I supposed to actually ship these to people? Do I use the post office, UPS, FedEx or DHL?" Admittedly, I had never sent a lot of packages all at one time! After I got over my initial shock, I settled down and did a huge amount of research on the best ways to ship books. I went on Amazon's site and followed their instructions about printing out the packing slip from the website and printing the shipping label. It was a lot of work. And to think, I still had to go to the post office!

Not knowing any better, I stood in a long line of cranky people waiting to mail packages. When I finally made it to the counter, the clerk looked down at my box of twenty one packages, gave a heavy sigh, and began to weigh each one. Twenty minutes later, I had my first postage bill for my first set of orders, finally on their way to their respective customers. This is how I got my start.

In this book, I am going to explain how to get started selling books online, expose to you the mistakes that I have made (and how to avoid them), what things worked for me, what things didn't work at all, and a number of tips, tricks, and hints that will have you operating like a seasoned pro in no time at all. I have learned so much in my time as an online bookseller, and I am excited to share it all with you. I hope that I am able to give you ideas and advice, along with some personal insights, that you can use to grow your own successful and profitable online bookselling business.

Book-Selling Changed My Life and Can Also Change Yours

When I first started out, I was simply selling books online as a small side business, making some extra income for my family. My wife and I were both working full time, and we had plenty of money even without a supplemental income. Life then threw us a curveball: we found out about 2 months later that my wife was pregnant with our daughter, Ella. We struggled with the decision of my wife staying at home with our daughter while I continued to work. We were concerned that my wife would have to go back to work and we would have to find somewhere to take our daughter during the day. That is until we thought about my little side business that was then making about \$2,000 EXTRA dollars a month! This was more than what my wife was making at her full time job as an office assistant!

This little side business that grew into a big side business has had an enormously positive impact on our lives. It has allowed my wife the priceless opportunity to stay at home and raise our daughter, earn us MORE money than she was making at her previous job, and has really sparked my interest in entrepreneurial activities. With any entrepreneurial activity, you write your own paycheck. It is YOU that gives yourself a raise if you want one. It is YOU that you ask if you want to take a day off. It is YOU making the decisions that will grow your business. I love selling books online not only because it has turned into a big business for me, but because it has given me new insight on how to provide for my family without the need to work a 9-5 job for someone else.

I hope that you get a lot out of this book. It has taken me countless exhausting hours to put a virtual pen to paper and pour out my experiences and advice. I hope that you enjoy the book and learn a lot about starting a business selling books online. I also hope that this business will change your life for the better, as it has done mine.

Here's to your success!

Let me know how reading my book has helped your own online book selling business, by visiting my blog at <http://www.sellyourbooksonline.com>. I'd love to see you!

- Adam