

BOSS BRAINSTORMS



youretheboss.com
@yourethebossbook

MOTIVATION

What's Your Why?

This is the beginning of your startup journey. "Why do you want to start a business?"

Think about your "why" and list the reasons why you want to start a business. Your "why" will keep you going even when things get difficult.

"I WANT TO HELP
STOP CLIMATE
CHANGE!"



"I WANT TO RAISE
MONEY FOR THE
ANIMAL SHELTER."

"MY PARENTS WON'T
PAY FOR MY FAVORITE
SNEAKERS, SO I HAVE TO
BUY THEM MYSELF!"

"I WANT TO BE ABLE
TO BUY MY OWN CAR
WHEN I'M 17!"

WRITE SOME REASONS WHY YOU WANT TO START A BUSINESS

Things to consider:

- Is there something you want to buy and you need to earn money?
- Do you want to start a business because it sounds like a fun thing to do with friends?
- Do you want to earn money for yourself, a special charity, or a cause you care about?
- Maybe you just want to do something that makes you feel proud and successful?
- Your why can make people more interested in buying your products.



INTERESTS AND SKILLS

What do you like to do and are good at?

What are your favorite things to do?

The best businesses are those that are based on something you already love to do or are good at. What you like to do? Read? Play sports? Make videos? Teach your dog tricks? Write down a list of your interests then note the things you're good at (or can become good at) – those are your skills.

I LIKE BUGS!

I LIKE ANY KIND OF ANIMAL (EXCEPT BUGS!)

PLAYING OR WATCHING SPORTS IS MY FAVORITE.

I LIKE TO BAKE AND TRY NEW RECIPES.

LIST YOUR INTERESTS AND SKILLS

My Interests

Is it a Skill?

Things to consider:

- If you're stuck, ask your friends and family to suggest some things that might appeal to you.
- Is there someone in your life who you admire? If they have a job or hobby you find interesting, ask them about it.
- Things that seem easy to you but not to others might be a skill.



PROBLEMS AND COMMUNITY ISSUES

What problem will you solve?

Entrepreneurs turn problems into opportunities

Most successful businesses solve some type of problem. Is there a problem you can solve by creating a product or service? Think of some everyday problems you face or community issues you can help with.

IT'S HARD TO SEE
WHEN I WAKE UP AT
NIGHT

I KEEP LOSING
MY PLACE IN THIS
BOOK!

SOME PEOPLE CAN'T
AFFORD TO BUY FOOD
AND ARE HUNGRY



BRAINSTORM SOME PROBLEMS AND COMMUNITY ISSUES

Problems I Can Solve

Community issues

A large, empty white rectangular box intended for writing down problems that can be solved.A large, empty white rectangular box intended for writing down community issues.

Things to consider:

- Need help? Look around your town, school, or neighborhood for issues you can help solve.
- Research problems by looking at newspapers, websites, books, or asking people in your neighborhood. Try to get information from more than one source.
- Look for issues that interest you.

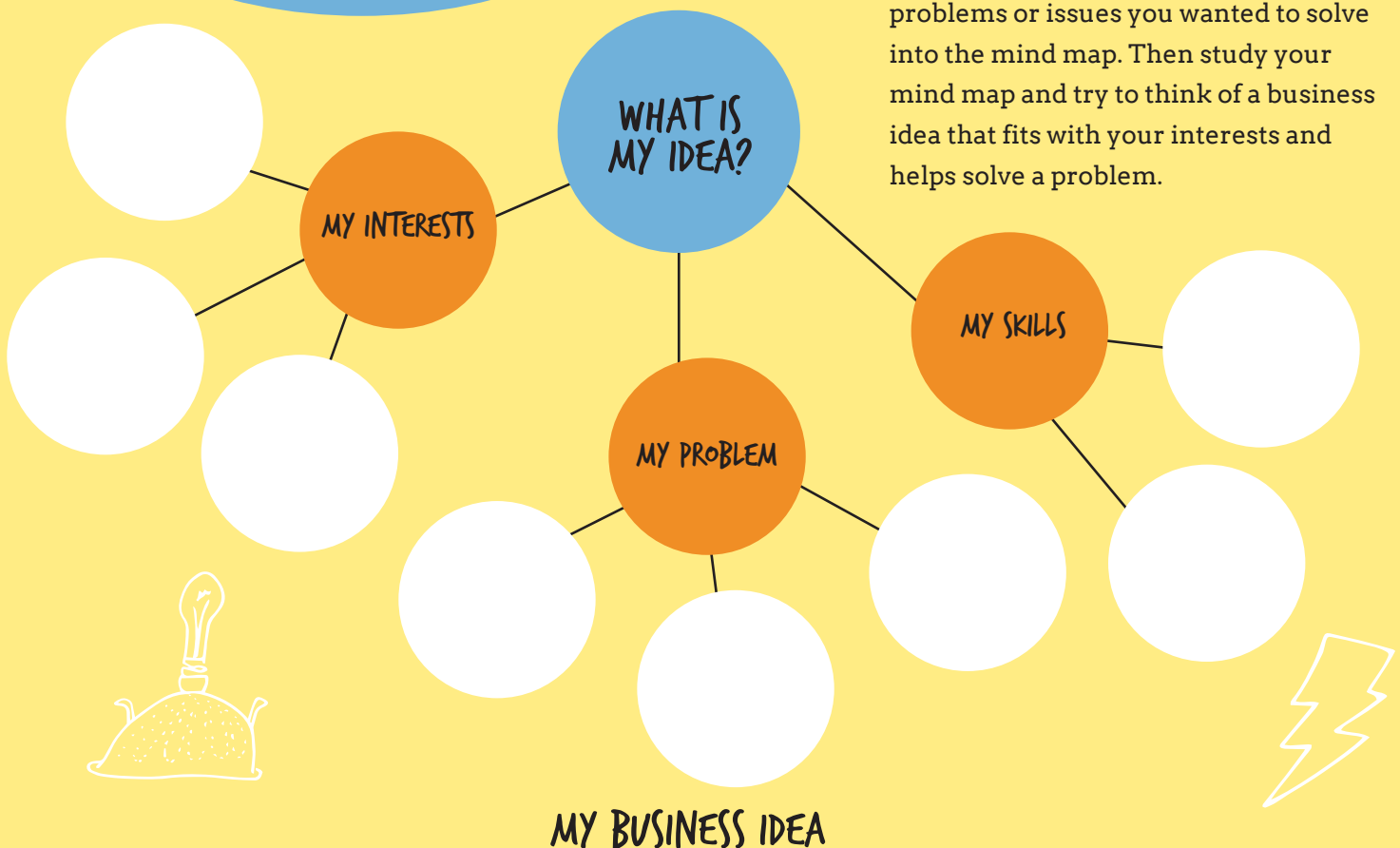


MIND MAP

Bring together your interests and problems

The best businesses solve a problem and are based on something you love to do

Businesses that are based on things you already love to do will be much more fun to run. Copy the list you made of your interests and skills and also the problems or issues you wanted to solve into the mind map. Then study your mind map and try to think of a business idea that fits with your interests and helps solve a problem.



Things to consider:

- Your business idea doesn't have to be an interest and solve a problem, although it's better if it does both.
- Your business also doesn't have to be a new one. Some businesses improve a product that already exists—like a better video game or more environmentally friendly soap.
- Having trouble? No worries! Start with a simple lemonade stand. Our favorite recipe is 6 lemons, 6 cups of water, 1 cup of sugar. Maybe bake some cookies or brownies, too. And while you're solving people's thirst and hunger, ask your customers what other needs they have which you can turn into a business.

TARGET AUDIENCE

Who Are Your Customers?

Who would be most interested in your product or service and why?

Describe your ideal customer. Is it a kid? A parent? A pet owner? Someone who likes toys? Define your target audience—or the types of people you want to sell to—before you start your business.

MY DOG-WALKING CUSTOMERS ARE DOG OWNERS WHO WORK AND WANT THEIR DOG TO BE TAKEN CARE OF WHEN THEY'RE NOT HOME.

MY LEMONADE STAND CUSTOMERS ARE PEOPLE WHO GO TO THE PARK AND WALK BY OUR HOUSE ON THE WAY.



MY MAKE-YOUR-OWN SLIME KIT CUSTOMERS ARE KIDS WHO LIKE TO MAKE DIFFERENT KINDS OF SLIME WITHOUT PAYING A LOT OF MONEY.

LIST SOME TYPES OF PEOPLE WHO MIGHT WANT TO BUY YOUR PRODUCT AND WHY

Type Of Customer	Why They'd Pay For Your Product Or Service

Things to Consider:

- There may be more than one target audience for your product. You could target your dog-walking business to people with pets that work *and* older people with pets who can't walk their dogs as much. The more target audiences you have, the larger the number of potential customers for your business. See if you can come up with more than one target audience.
- If you are making something for kids such as a toy or slime, do kids have enough money to buy what you are selling? Or are their parents your real customers because they will be the ones who pay for it?

MARKET RESEARCH

Are your customers interested?

The easiest way to learn if your business idea is a real business? Just ask!

Wondering if people will want to buy your newfangled doohickey? Think up a list of questions to ask potential customers. Tell them about your business idea and see if it's something they might be willing to pay for. While you're at it, ask them for ideas to improve your product or business – or for other businesses they would support!

MY PRODUCT IS DIFFERENT BECAUSE IT'S EASIER TO USE. WOULD YOU BE INTERESTED?



DO YOU BUY THIS KIND OF PRODUCT NOW?

HOW MUCH DO YOU USUALLY PAY FOR THIS PRODUCT? HOW MUCH WOULD YOU PAY FOR MINE?

WHAT DO YOU LIKE ABOUT IT?



MARKET RESEARCH QUESTIONS FOR YOUR BUSINESS

1.

2.

3.

4.

5.

Things to consider:

- Ask everyone the same questions so you can easily compare their answers and see what people like or don't like about your business idea.
- Don't get upset or discouraged by the feedback—instead, use it to make your business better.

"IT" FACTOR OF MARKETING

What Makes You or Your Product Different?

How will your business stand out?

The best marketing is often either a story about why you started your business and what you hope to achieve (remember your "why") --or-- the things that make your business unique. Use those messages as your "it" factor.

"MY SLIME COMES IN SEVERAL SPARKLY COLORS"

"MY BATH BOMBS ARE ECO-FRIENDLY"

"MY LEMONADE COMES IN THREE FLAVORS"

"I DONATE A PAIR OF SOCKS TO THE HOMELESS FOR EACH PAIR I SELL"

CAN YOU LIST THREE POSSIBLE "IT" FACTORS OF YOUR PRODUCT OR SERVICE?

Things to Consider:

- Is your product different from all the others? Maybe you want to create something better than other products. Or maybe you'll make something less expensive for people who don't like to spend a lot of money. That's your "it" factor—tell your customers that!
- Lots of "new" products aren't really new but are just different versions of existing products. Or even the same product but with a different marketing message, like "If you buy one, I'll donate one to charity."
- Maybe you're starting a business to earn money for a nonprofit or a cause that you care about. Say that in your marketing or advertising messages! It will make people feel good about your business. If people know that your business is personal to you, they will be more likely to support you. And people who care about the same issues will be even more likely to support you!

THE STORY OF MY BUSINESS

WRITE DOWN THE "WHYS" OF
YOUR "IT" FACTORS

USE YOUR "WHYS"
AND "IT" FACTORS
TO CREATE A STORY
OF YOUR BUSINESS TO
HELP IT STAND OUT

FINALLY, TURN YOUR STORY INTO A SHORT SENTENCE OF THE
"WHY" OF YOUR BUSINESS.



NAME YOUR BUSINESS

Make it Memorable

Now it's time to get creative!

What will you call your business?



SLIME, SLIME, AND MORE SLIME!

PARKSIDE LEMONADE

YOUR DOG'S SECOND-BEST FRIEND DOG WALKING SERVICE



Names

Analysis

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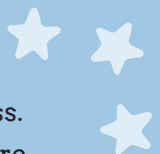
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BRAINSTORM SOME BUSINESS NAMES

Think "short, simple, and catchy" and try to tie your name to what you're selling. People will remember your business if you come up with a name that's easy to remember. You can even be like Facebook or Pinterest and make up a word for your business. Once you have your list, analyze each name and write down what you like or don't like about it.

Things to Consider:

- People will be more likely to remember your business if you tie your name to the business. But the business name should be more than just your name. Which name makes you more likely to remember this business: *Keisha's* or *Keisha's Krazy Lemonade*?
- Your business name can spell out exactly what you do, like *Jalen's Dog Walking Business*, or you can create or use a word that doesn't have much meaning until you and your business give it meaning. *Häagen-Dazs* is a made-up word that is a brand of ice cream!
- Try to create a business name that's unique so it doesn't get confused with another business.
- Once you decide on a name, design or draw a logo to go with it. It can be fancy writing, or a picture, or both. Don't forget to use bright colors so it stands out.





DRAW A FEW LOGOS HERE
AND ASK YOUR FAMILY OR
FRIENDS WHICH THEY LIKE
BETTER AND WHY

Things to consider:

A good logo should be:

- simple, so people can easily recognize it
- memorable, so your customers won't forget it
- appropriate for your business

(CREATE A SLOGAN

**Make it Catchy to
Catch Customers!**

**Now that you have a
name and logo for your
business, add a catchy
slogan.**

YOUR DOG'S SECOND BEST
FRIEND DOG WALKING SERVICE:
WE'RE THERE FOR YOUR DOG
WHEN YOU CAN'T BE

PARKSIDE LEMONADE:
YOUR FRESH
REFRESHMENT STOP

SLIME, SLIME, AND MORE SLIME!
NO SLIME LIMITS!

WRITE DOWN SOME CATCHY SLOGANS THAT FIT YOUR BUSINESS



Things to Consider:

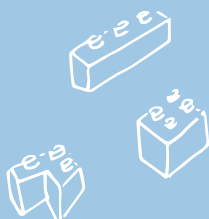
- Think of something that goes along with your product and is memorable like *Wagging Tail Dog Walkers Makes Your Dog's Tail Wag*.
- Try to include one of your product's benefits in a way that makes people feel good such as *Lemonade Makes Life Sweet*.
- Try to connect your product to the problem it solves: *Aliyah's Organic Treats: Good for You and the Environment*
- Can you name the companies and products behind these slogans: *Just Do It* ; *Melts in Your Mouth, Not in Your Hands* ; *The Happiest Place On Earth*. Why do you think they chose those slogans?

COMPETITION

Who Else Is Doing Your Thing?

MORE THAN ONE COMPANY CAN BE SUCCESSFUL SELLING THE SAME PRODUCTS SO DON'T FEAR THE COMPETITION!

There is most likely another business (or several) doing something similar to yours. Those businesses are your competitors.



THINK ABOUT THE TYPE OF BUSINESS YOU WANT TO CREATE

Who would be considered your competition? How will your business be different?

MY COMPETITION	WHAT THEY DO WELL	WHAT THEY DON'T DO WELL
1.		
2.		
3.		



Things to Consider:

- These answers will help you learn how to market your business to make it stand out.
- How will you solve your customer's problem in a better way?
- Why will people want to buy your product instead of your competition's?
- What is missing from your competitor's product or service that you can provide?
- Will your product be cheaper? Better? Different? And if so, how?
- What's different (or not!) about the products from *Oreo* and *Chips Ahoy*? *Nike* and *Adidas*?
- What can you learn from your competition? How do they find their customers? What's unique about their product? What strengths of theirs can you do too or what weakness do they have that you can take advantage of?



MONEY MATTERS

How Will You Make a Profit?

Here's a good guide for pricing:

Start by setting a price at twice the amount that it costs to make your product. Factor in the cost of supplies, anyone you pay to help you, and marketing. Your price might be very different depending on how you make your product. And that's okay!



"MY LEMONADE IS THE CHEAPEST AROUND, AND ONLY COSTS FIFTY CENTS A CUP BECAUSE I USED A MIX."

"MY LEMONADE IS FRESH-SQUEEZED AND COSTS ME MORE TO MAKE SO I CHARGE ONE DOLLAR."

"I CHARGE TWO DOLLARS FOR MY LEMONADE BECAUSE I ADD FRESH FRUIT TO EACH CUP."

Start by figuring out your "operating costs."

These are the costs to make your products and operate your business. The money you spend on ingredients, cups, plates, or signs are operating costs. Then double your operating costs to decide what to charge.



HERE'S A SPACE FOR YOU TO DO SOME MATH



	Your Items	Cost of Items	Example	
Ingredients		\$ 0.00	LEMONS, SUGAR	5.00
Supplies		\$ 0.00	CUPS	1.00
Other Costs		\$ 0.00	NONE	0.00
Total Operating Costs		\$ 0.00		6.00

	Your Items	Your Answers	Example	
Number of Items Made		0	CUPS OF LEMONADE	6
Cost Per Item (Operating Costs divided by Number of Items Made)				1.00
Cost per Item multiplied by 2		\$ 0.00		2.00
Price Per Item		\$ 0.00		2.00

I'M GOING TO COMPARE MY PRICE TO THE PRICE PEOPLE CHARGE FOR SIMILAR PRODUCTS.

MY PRODUCT IS HIGHER QUALITY AND USES BETTER INGREDIENTS SO I CAN CHARGE MORE.

MY PRODUCT COSTS LESS TO MAKE SO I CAN CHARGE LESS AND STILL MAKE MONEY.



I'M GOING TO OFFER A DISCOUNT FOR MULTIPLE ITEMS, LIKE "BUY THREE, GET ONE FREE."



IT TAKES ME A LONG TIME TO MAKE MY PRODUCTS SO I RAISED THE PRICE TO MAKE MY BUSINESS WORTH MY TIME.

I FOUND A CHEAPER PLACE TO BUY MY INGREDIENTS SO I CAN EITHER MAKE MORE MONEY ON EACH SALE OR LOWER MY PRICE AND SELL MORE.

If you are selling a service like dog-walking instead of a product like lemonade set a price by (a) seeing what other people charge and deciding if you can charge more or less and (b) deciding how much your time is worth. You might be willing to spend an hour walking dogs for \$10, but not to earn \$1 for that same hour.



UPFRONT COSTS

You might have to spend money on one-time expenses to get started, like a lemon squeezer or slushie machine. These expenses are your "upfront costs." Once you know your profit from each sale, figure out how long it will take to earn back your upfront costs. Once you've earned back your upfront costs, then you're truly making money!

	Your Answers	Example
Price Per Item	\$ 0.00	2.00
Minus Cost per Item		(1.00)
Equals Profit Per Item	\$ 0.00	1.00
Upfront Costs	\$ 0.00	5.00 FOR LEMON SQUEEZER
Divided by Profit Per Item	\$ 0.00	1.00
Number of Items to Sell to Earn Back Upfront Costs		5

SALES PITCH

What Will You Say to Convince People to Buy Your Products?

Perfect Your Sales Pitch

A sales pitch is a short sentence or two that gets people interested in your business. It's also called an "elevator pitch" because you should be able to say it in the time it takes to ride an elevator (the elevator up the Empire State Building doesn't count!).

"DOES YOUR DOG GET LONELY DURING THE DAY WHEN YOU'RE AT WORK? WE CAN HELP BY WALKING HER WHEN YOU'RE NOT HOME."

"I'M SELLING COLD, REFRESHING LEMONADE AND HALF OF THE PROCEEDS GO TO THE LOCAL FOOD BANK."

"DO YOU EAT ORGANIC FOOD? WE MAKE ORGANIC DOG TREATS SO YOUR DOG CAN EAT ORGANIC FOOD, TOO."

COME UP WITH A SHORT BUT FUN ELEVATOR PITCH FOR YOUR PRODUCT, SERVICE, OR BUSINESS

Things to Consider:

- Similar to advertising, keep your pitch short, attention-getting, and creative.
- Some kids and adults feel shy talking to people they don't know. It might be easier if you think of your elevator pitch like memorizing a line in a school play. It makes it easier to talk to people if you know exactly what you're going to say to them.
- Practice your pitch in front of a mirror, with your family, and even your friends. Rehearse it enough so that you are comfortable pitching your business to anyone, anywhere, at any time.

(CUSTOMER RESEARCH

How Will You Make Sure People Want Your Product?



Wait a sec!

Testing your product is important, so make sure to ask people to try your product and tell you what they think.

"I LIKE THE BLUE ONE THE BEST-IT STANDS OUT."

"I'D BUY YOUR PRODUCT BECAUSE IT'S CHEAPER THAN THE ONE I BUY NOW, AND I LIKE IT BETTER!"

"I CAN'T FIGURE OUT HOW TO OPEN IT."

"YOU SHOULD MAKE THIS IN MORE FLAVORS!"



WHO YOU COULD ASK TO BE YOUR FIRST PRODUCT TESTERS?

Things to Consider:

- Start by asking your family and friends to try your product and tell you what they think. But make sure to tell them to be honest with you! It won't be helpful at all if they don't like your product but tell you that they do because they don't want to hurt your feelings. That will only make it harder for you to start a successful business. If they give you honest feedback, you can change things for the better.
- Have people sample all the different types of your product and get their feedback about each one.
- Make a survey for people to fill out after they try your product so you can easily compare answers.
- Ask people what they like or dislike about your product, how they like your advertising, sales pitch, etc. Do they think your product is too expensive? Would they be willing to pay more for it?
- Next, focus your research on people who are in your target audience to give you an idea of how your product will be received by the people you think will buy it.



(CUSTOMER SURVEY

Get feedback on your
business idea



MY (CUSTOMER SURVEY

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Things to consider:

- Ask everyone the same questions to easily compare their answers.
- Don't get discouraged by the feedback—use it to make your business better!
- Also ask about your company name, logo, slogan, and sales pitch.
- It's okay to survey your friends and family but make sure to survey people in your target audience.
- Remember to tell people when and where they can buy your product!

MARKETING

How Will You Talk About What You're Selling?

How will people learn about your business?

Social media? Big signs? Fliers? Postcards? Email? These are all ways to get people's attention and tell them about your business and what you're selling.

"I'M MAKING POSTERS THAT I'LL ASK TO HANG IN STORES IN TOWN."

"I'M GOING TO HAND OUT FLYERS AFTER SCHOOL."

"I'M GOING TO RELY ON WORD OF MOUTH AND ASK MY CUSTOMERS TO TELL THEIR FRIENDS."

"I WROTE A PITCH FOR MY PARENTS TO POST ON SOCIAL MEDIA."



TIME TO BRAINSTORM SOME IDEAS!

How will you tell people about your business?

Things to Consider:

- There's a saying in marketing called "The Rule of Seven" which says that someone needs to see or hear your marketing message at least seven times before they take action and buy from you—so don't be afraid to create A LOT of ads.
- Keep it short, attention-getting, and creative so people will remember it.
- The best advertising is word of mouth, so make sure to ask your happy customers to recommend your business to their friends who might be interested.
- Think about ads that you saw online, on social media, or on TV. Did they make you want to buy their product? Why or why not?

MY FLYER

Advertise your business!



MY FLYER

A large white rectangular area intended for the flyer content.

Things to consider:

- Include your business name, logo, and slogan
- Don't forget to include when and where people can buy your product.

MERCHANDISING

Display your products!

Show it off!

Merchandising is how you display your products. Setting up a plain table with your product isn't going to attract as many customers as a decorated table with an attention-grabbing sign. Think razzle and dazzle and bling!

"I'M GOING TO GET BALLOONS!"

"MY PRODUCTS WILL BE STACKED IN A FUN WAY."

"MY SIGN IS GOING TO BE HUGE AND COLORFUL."

MY MERCHANDISING IDEAS

Things to consider:

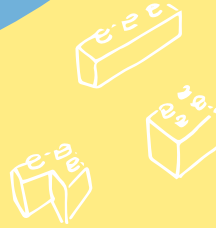
- Match the theme of your product to your decorations– like a dog patterned tablecloth! Or lemons on your table!
- Make sure to include the name of your business and use lots of colors on your sign.
- Decorate your product, too! Try a colorful ribbon or sticker.
- Stack your products in an eye catching way. And put more than one of each item out to entice people to buy several.
- Remember - merchandising costs are startup costs, so start small before spending too much money.

TIME MANAGEMENT

Balance all your responsibilities

So much to do, so little time!

Running a business can take up a lot of time. You'll have to balance your business work with your schoolwork and everything else you do. Creating a schedule can help you figure out how much time to spend on each activity.



MY WEEKLY PLANNER

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
7:00 AM							
8:00 AM							
9:00 AM							
10:00 AM							
11:00 AM							
12:00 PM							
1:00 PM							
2:00 PM							
3:00 PM							
4:00 PM							
5:00 PM							
6:00 PM							
7:00 PM							
8:00 PM							
9:00 PM							

Things to consider:

- Start by making a list of everything you have to do in a week.
- Then, think about how long each task will take.
- Try to block out the same time of day for a task each day to get into a rhythm with a predictable schedule.



SALES AND (CUSTOMER LOGS)

Track your business

Know your dollars, cents, and customers

When running a business, it's important to keep track of what you sell so you'll know when to make more product and be better prepared the next time you sell your products. Keeping a record of your customers names and contact information will help you keep them in the loop about everything going on with your business.



"MY NEIGHBOR IS A GREAT CUSTOMER. I'LL EMAIL THEM WHEN I HAVE MORE TO SELL."

"THE PARK WAS A BETTER LOCATION THAN MY HOUSE."

"AFTERNOONS ARE BUSIER THAN THE MORNING."

MY WEEKLY SALES

Date	Place sold	Number of Bags	Price per Bag	Revenue	Cost per Bag	Expenses	Total Profit
				\$ 0.00		\$ 0.00	\$ 0.00
				\$ 0.00		\$ 0.00	\$ 0.00
				\$ 0.00		\$ 0.00	\$ 0.00
				\$ 0.00		\$ 0.00	\$ 0.00
				\$ 0.00		\$ 0.00	\$ 0.00

MY CUSTOMERS

Date	Place sold	Customer Name	Email	Phone Number



Things to consider:

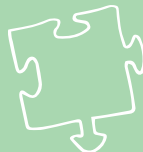
- Keep track of where you operated your business, what day of the week and time of day, what the weather was, and anything else that might have impacted your sales so you know for next time.
- In addition to your customers' names and contact information, make some notes about them such as which of your products they like the most.
- If you have your customers' permission, email them to ask how they like your product and if they need more!

WIN SOME, LEARN SOME

If You Have to
Close Up Shop



Not all businesses succeed—or some just succeed for a little while—and that's okay! It doesn't mean you were a failure. You tried something new, you had fun, you learned something that will help your next business succeed. The important thing is, you took a risk and gave it a shot. And next time, you'll be wiser, stronger, and more likely to make your business a HUGE success.



REMEMBER, TO
THINK "WIN SOME,
LEARN SOME!"

WRITE DOWN SOME THINGS THAT WORKED WELL WITH YOUR BUSINESS AND
OTHER THINGS YOU LEARNED TO CHANGE NEXT TIME

What Worked Well

What Didn't Work Well

What I'll Change Next Time

1.	1.	1.
2.	2.	2.
3.	3.	3.

BUILDING YOUR EMPIRE

After You Succeed

Now what?

Once you're actually making money (congrats!), what would you like to do with it? A good rule is to **save some** for your future, **share some** with a charity or people in need, **spend some** on yourself or invest it back into your business.

"I'M GOING TO OPEN A BANK ACCOUNT FOR MY MONEY."

"I'M GOING TO BUY SUPPLIES TO MAKE AN EVEN BIGGER SIGN FOR MY BUSINESS."

"I'M GOING TO DONATE SOME MONEY TO THE FOOD BANK."

Imagine that you've made \$100.

Plan how to split it up. It's a great idea to plan ahead to make smart money decisions.



	Save Some (\$ for savings)	Share Some (\$ for charity)	Spend Some (\$ for you or the business)
Amount			
What You'll Spend it on			

Things to Consider:

- Think about spending the money you make to buy more supplies or to spend more on marketing to help grow your business.
- Lots of banks will help kids open a bank account so that they'll be customers for the rest of their lives.
- There's nothing wrong with spending money on yourself—you earned it!



READ YOU'RE THE BOSS

From the the renowned entrepreneur and co-author of The Startup Squad series, You're The Boss: A Kid's Ultimate Guide to Starting Your Own Business is a guide to entrepreneurship filled with everything a kid, tween, or teen needs to know to start their own business: from business ideas to finding customers to pricing products to building an empire!



You're never too young to start a business. Whether you want to launch a babysitting service, run a lemonade stand, sell crafts online—or don't even know what business to start—You're the Boss is here to help. In this book, you'll learn how to figure out which business is right for you, find your ideal customers, manage the competition, calculate costs and profits, pitch your ideas, and so much more.

Ready to build up the confidence, creativity, and grit that come along with being an entrepreneur—and ready to make some money and build your business empire along the way? Let You're the Boss show you how!

**Get your copy today at youretheboss.com/book
or wherever books are sold**