

HOW TO OBTAIN A CALIFORNIA SELLER'S PERMIT

It is easy and FREE to obtain a seller's permit in California. Head to the California Department of Tax and Fee Administration website (<https://www.cdtfa.ca.gov/taxes-and-fees/faqseller.htm>) for information. You will need to create a logon (username and password) and follow the step-by-step application process under the link for "Register a New Business Activity," here: https://onlineservices.cdtfa.ca.gov/_/#2.

TIPS FOR SELLING BOOKS AT A BOOK FAIR OR MARKET

- Consider rounding the individual sales price of your book down to the nearest \$5 increment to make handling change easier, e.g., if your book sells for \$15.99 on Amazon, consider pricing the book at \$15
- Bring a lot of \$5 bills with you
- Load the venmo app on your phone. It's quick and easy, and now has a QR code scanning function to ensure the customer is paying you instead of someone with a similar name
- Consider creating a squareup.com account to handle credit card sales on your phone
- Create a display of your book cover to set up on your table
- Be sure to order plenty of author's copies of your book early enough to have them in time for the fair or market
- Also, bring supplies as needed (e.g., pop-up tent, folding table, tablecloth, chairs)
- Invest in bookmarks with a QR code leading to your sales website – gotprint.com is an inexpensive and easy to use website for ordering bookmarks
- It's amazing how well a smile or hello works to bring potential customers to your table
- Finally, keep track of sales – you'll need the info to pay annual state sales tax (due in January each year)