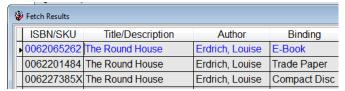


## Handsell Kobo ebooks with Anthology

The new Kobo ebooks capabilities in IndieCommerce<sup>®</sup> are great, but independent booksellers do best when they handsell face-to-face with their customers. New enhancements to Anthology make it easy to do just that.

Here's how it works.

Let's suppose you have a customer who has acquired one of your Kobo ebook readers. Perhaps they have seen one of the QR code shelf talkers you can create through Anthology, or maybe



thanks to your IndieCommerce website or the signage in your store, they know they can now get their ebooks from their favorite bookseller: you. They present themselves at the counter, wanting to

know if you can sell them a Kobo copy of Louise Erdrich's *The Round House*.

The best place to begin is the Inventory Assistant (shown above, and available from anywhere in Anthology). Locate the book by either searching your own store's inventory or the whole

world of books in in print with WebFetch.

Pressing the Web button will take you to *your* IndieCommerce or other supported website (on right). From the list of matching titles, you can browse to the ebook (or the print book) you want to sell.

If you are working with a customer, either at the counter or from tablet computer or kiosk, this is a great chance to introduce the customer to your website and to show them how to buy books there. But perhaps they would rather complete the transaction at home. In that case, pick the



ebook (or the print book) you want to sell. Returning to the Inventory Assistant, you can use the F8 Send a Link button to create a customizable email to send to the customer that will allow them to complete the purchase later.

Sending your customers to your website is a great idea; but bringing them into your store where they can interact with you and your staff is an even better one. Anthology's ability to let you handsell ebooks in store does just that.