



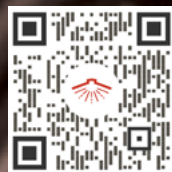
Porchlight

We believe in books.



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Who is Porchlight?

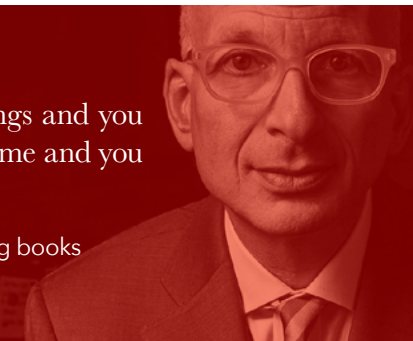
WITH A HISTORY IN INDEPENDENT BOOKSELLING THAT GOES BACK TO 1927, Porchlight Book Company has specialized in bulk book sales since 1984, along the way developing a wealth of expertise about the book industry. We offer services specially designed to solve the challenges that authors, publishers, and businesses face in shipping physical books around the globe to meet a specific deadline, customizing those books for a particular audience or client, and navigating book sourcing, distribution, and sales. Our online blog and weekly newsletter feature in-depth book reviews and excerpts, author interviews, and bestseller lists curated by book experts, not algorithms. In all ways, Porchlight celebrates the book.

*A lit porchlight is an invitation to gather,
a signal that you are welcome.*

We believe in a book's inherent value as a means of spreading information and culture, and we believe in the soul of the individual book—that once launched into the world, it can take on a life of its own and have a profound effect on business, our society, and culture.

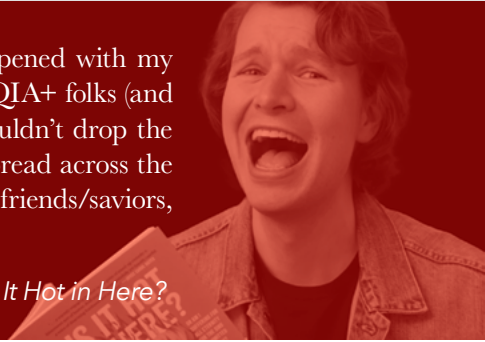
“There’s nobody like Porchlight. You touch things and you make them better. I suggest some hairbrain scheme and you say yes. You guys are the best—just the best.”

—SETH GODIN, entrepreneur and author of 21 bestselling books



“One of the coolest, unexpected things that happened with my book was supporters sponsoring books for LGBTQIA+ folks (and a few sneaky allies) who wanted to read it but couldn’t drop the coin right now. 250 copies of the book are now spread across the country thanks to the generous donors and my new friends/saviors, Porchlight Book Company.”

–ZACH ZIMMERMAN, comedian and author of *Is It Hot in Here?*



Author & Publisher Services

WITH 100 YEARS OF COMBINED EXPERIENCE, our sales and customer service teams are dedicated to helping publishers and authors get their books in front of thousands of people, worldwide. We specialize in competitive bulk pricing, convenient warehousing, customized mailings, and unique fulfillment solutions, including international shipping.



Set your strategy and sell more books.

CONTACT AARON OR DAN:

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dan@porchlightbooks.com | 414-220-4451

PROJECT HIGHLIGHT

Porchlight designed and printed bookmarks and bookplates for author Jim Fielding. With a colorful and playful design, they match Jim’s website and new book, *All Pride, No Ego*.



Book Customization

WE MAKE BOOKS SPECIAL for book launches, pre-sale exclusives, corporate events, book clubs, gifting programs, and other occasions. Providing readers with a unique copy of a book, customized to amplify the message specifically to them, is a great way to make that message stick and generate sales.

OPTIONS INCLUDE:

- Book bands
- Signed bookplates
- Bookmarks
- Cover stickers
- Custom packaging
- Gift notes
- Individual mailing lists
- Non-book items packed with book (e.g. keychains, pins, notepads, and other small objects)
- Personalized letters
- Postcards
- Sponsor or presenter logos
- Tip-in pages
- Logistics to have books delivered to a personalized mailing list once customized

PROJECT HIGHLIGHT

Porchlight assembled and shipped out a bulk order of *Burnout: The Secret to Unlocking the Stress Cycle* with custom metal bookmarks for CHG Healthcare’s conference attendees. The books arrived at the conference decorated with a signed bookplate and a corner page cover with a quote from the book and a thank-you message from the event organizers.



IMPRESS YOUR AUDIENCE OR CLIENTS WITH A CUSTOMIZED COPY OF A BOOK CREATED SPECIFICALLY FOR THEM.

Browse Porchlight’s past bulk book projects.



“The Porchlight team don’t just believe in books—they are passionate about bringing the ideas in them to the readers that authors want to impact. If you’re looking for support to launch or share your book with the world, Porchlight will help you navigate that journey.”

—BERNADETTE JIWA, creator and leader of The Story Skills Workshop and author of *Hunch*



Custom Checkout & Pre-Order Campaigns

OUR ONE PAGE ORDER AND CHECKOUT PLATFORM provides a quick and easy way to execute your pre-order campaign, book promotion, book club, or corporate gifting program. It is ideal for running special offers with a customized user experience.

- Easy one-page checkout
- Customizable design and page layout
- Reliable logistics from start to finish
- Bestseller reporting and purchase history
- Pre-order tracking and shipping
- Virtual message
- Live-streamed interview hosting

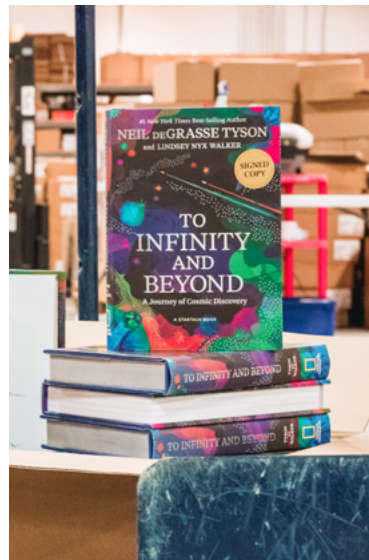
PROJECT HIGHLIGHT

Porchlight assembled and shipped out book and product bundles for Dan Buettner’s book *The Blue Zones*, which included a magnet and hardcover copy of the book with a signed bookplate. Those who pre-ordered also received an emailed link to an interview with Dan Buettner.



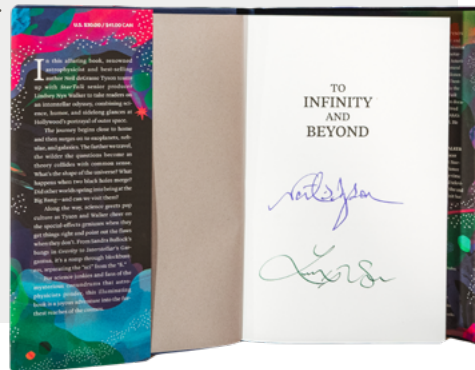
Make ordering your books easy, and receiving them memorable.

CONTACT DAN:
dan@porchlightbooks.com | 414-220-4451



PROJECT HIGHLIGHT

Porchlight provided a webpage from which Neil deGrasse Tyson’s fans pre-ordered signed copies of his latest book *To Infinity and Beyond*. Those who pre-ordered received email invitations to a live-streamed interview with the author.



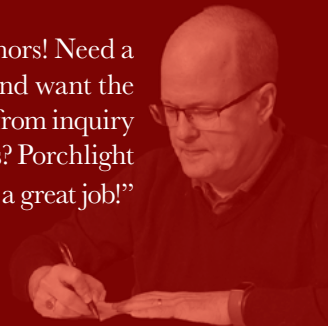
PROMOTE AND SELL YOUR BOOKS.

Our one-page order and checkout platform provide a quick and easy way to execute your pre-order campaign, book promotion, book club, or corporate gifting program.



“I can’t say enough about the great work Porchlight does for authors! Need a landing page for people to be able to sign up to get the book? And want the page live within 24 hours? Porchlight did it in less than two hours from inquiry to live. Need a place to sign books you’re sending out to purchasers? Porchlight made me right at home. Every step of the way, Porchlight has done a great job!”

—TED BILICH, Chief Executive Officer of Risk Alternatives LLC and author of *Managing Your Nonprofit for Resilience*



“I love ChangeThis. As a writer, it was my first big publishing break and helped me spread an idea before my first book. It was an influential part of my journey in sharing my words with the world.”

—JEFF GOINS, bestselling author, speaker, and ghostwriter



Editorial & Advertising

WE NOT ONLY MOVE BOOKS, but we also immerse ourselves in them to understand the ideas and intent of the author and help spread the works we feel are most valuable to our community.

At Porchlight, we draw from our heritage as a brick-and-mortar bookshop to recreate the spirit of handselling books in an online space. Our conversations take shape through the in-depth reviews we write, the author manifestos and interviews we share, and the many other ways we editorially engage with books and the publishing industry.

EDITORIAL OFFERINGS:

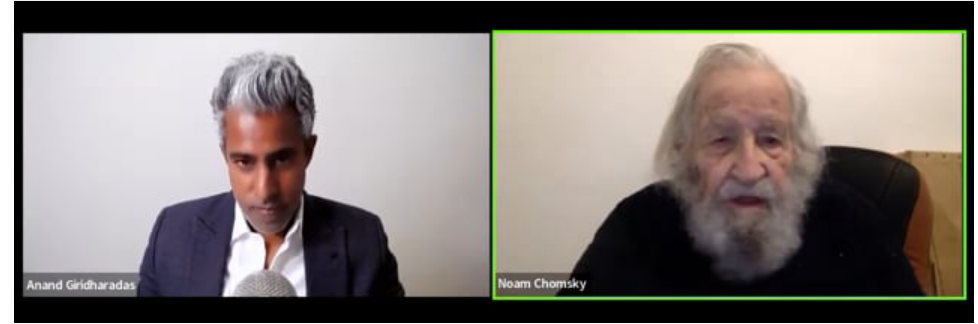
- In-depth book reviews
- Weekly roundup of new and upcoming releases
- ChangeThis manifestos from authors and other thought leaders
- Non-exclusive excerpts
- Author interviews
- Live-streamed interview hosting

ADVERTISING OPTIONS:

- Weekly book giveaways
- Newsletter banner ads

PROJECT HIGHLIGHT

In 2022, Porchlight hosted a live-streamed interview as part of a pre-order campaign for Anand Giridharadas’s new book, *The Persuaders*. Only those who pre-ordered through Porchlight received the link to watch the live interview, but the recording was later published publicly and is one of our most-watched videos on YouTube.



Increase visibility for your books.

CONTACT DYLAN:

dylan@porchlightbooks.com | 414-220-4465

THERE ARE SO MANY WAYS
WE PROMOTE YOUR BOOKS.

Book Giveaways, book reviews, new releases, author interviews, ChangeThis manifestos, and more original content from the Porchlight team to you.



“I absolutely loved my interview with Sally Haldorson—it was one of my all-time favorites!”

—SUSAN CAIN, Author of *Bittersweet* and *Quiet*



“An authority in the world of books, a sharp vision of the market, and a great team! Porchlight Book Company was the first to recognize *Dare to Un-Lead* with an award (Leadership & Strategy Book of the Year 2022). With gratitude for their encouragement and support—it makes a huge difference for authors.”

—CÉLINE SCHILLINGER, Founder & CEO of We Need Social, author of *Dare to Un-Lead*



Business Book Awards

BOOKS HAVE THE POWER to make businesses more humane, diverse, modern, and effective, as well as create stronger communities and a better world. The Porchlight Business Book Awards exist to recognize the best books published every year and all the people who helped bring them to life. Our expert staff jurors curate books from various genres meant to empower readers to change their world for the better.

AN ANNUAL CELEBRATION SINCE 2007.

The Porchlight Business Book Awards exist to recognize the best books published every year, and all the people who helped bring them to life.



Testimonials

OUR CUSTOMERS ARE OUR GUIDING LIGHT—responding to their unique needs has provided the path to building everything we do today.

“We highly recommend Porchlight based on our experience of buying thousands of books for our conferences across the U.S. Our rep Dan Brouchoud and his team were experts at finding what we needed at a reasonable price and shipping them to a variety of venues, with never a missed signal. We value the relationship highly.”

—Stephen Koepp, Chief Content Officer of From Day One conference series and media outlet

“Every book project is only as good as the partners you bring into it. The Porchlight team make excellent partners—great communication, excellent service, deep knowledge and expertise, sincere passion, and wonderful people. Any time someone wants 10 or more copies, Porchlight is the only place we send them.”

—Ethan Beute, Chief Evangelist at Follow Up Boss and Co-Author of *Human-Centered Communication* and *Rehumanize Your Business*

“I was put in a pickle and was tasked on a Wednesday morning to get 25 copies of a book for a Friday, 7:30am meeting! Working with your group and through your website, it was accomplished, and a really great experience! They arrived Thursday and everything was right as rain. Thank you so much, Porchlight team, for providing excellent, swift, and responsive service to me! Everything about Porchlight has been a quality and memorable experience.”

—Midori Ohtake, Director of Finance for the Jacobs School of Medicine and Biomedical Sciences

“What a joy it is working with professionals who graciously and promptly get things done! In today’s world, it is a joy to work with an organization and its team that are so customer-friendly and that can be trusted to take care of business promptly, efficiently and graciously.”

— Sam Horn, CEO of the Intrigue Agency and author of *Talking on Eggshells*

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Whether you need help purchasing or shipping books in quantity, finding new ideas to improve your work and life, or leveraging the power of books to strengthen your team or company, Porchlight welcomes you.

The question that inspires our work each day is simple:

HOW CAN WE HELP YOU?

We'd love to have that conversation with you!

Just drop us a line or send us an email.

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