



**Beyond Debate**  
*Answers to 50 Misconceptions on  
Climate Change*

**Become a Sales Rep!**  
**Help the Environment &  
Earn a Commission!**

Contact: [Info@ShahirMasri.com](mailto:Info@ShahirMasri.com)

### Why is this Book Important?

Critical to mobilizing climate action is the dissemination of science-based information on climate change. Since most people aren't scientists, they need material presented in a brief and simple way. Only with a more informed public can we expect to elevate the public discourse on climate change and mobilize action. *Beyond Debate* answers 50 misconceptions on climate change while avoiding confusing scientific jargon. Yet, with over 170 references, the book is a great resource for people to learn and educate others. By helping sell *Beyond Debate*, you'll help raise climate change awareness while fundraising for yourself or organization in the process! Note that this opportunity applies only for books sold in the United States.

### Getting Started

#### Option #1: Online Sales

Refer people to purchase books through the author's website ([www.ShahirMasri.com](http://www.ShahirMasri.com)) and receive \$3 commission on each sale. To receive commission, you must provide the first and last name associated with each purchase. This is the only way to confirm sales by different sales reps. Commission will be allocated via Venmo app or check by mail. This will occur monthly or once a minimum of 5 books are sold. Importantly, only sales made via the author's website can be verified. Amazon sales are not valid.

- **Pros:** You do not need to pay any money upfront or handle any books in person.
- **Cons:** Online sales are more difficult to execute than in-person sales since people prefer to walk away with the book in hand, rather than paying online and waiting for shipping.

#### Option #2: Sell Hard Copies

Purchase books in bulk (5 copy minimum) and receive them via mail. You'll get a \$3 discount per copy, which will amount to your post-sale commission. For an additional \$1/copy, your books can arrive signed by the author, allowing you to sell them at \$20/copy. Shipping costs will be paid for courtesy of the author. However, if you wish to return unsold books, the sales rep must pay the return shipping (~\$1/book). For a full reimbursement on unsold books, books must be preserved in their original condition.

- **Pros:** It's always easier to sell books in person than online, thus leading to more money over time.
- **Cons:** Requires upfront investment by sales rep.

### Option #3: Sell Hard Copies (No Upfront Investment)

For those interested in selling hard copies, but who wish to avoid upfront costs, you may receive a maximum of 5 books free of charge via mail. This option is only available for sales reps who have sold a minimum of 5 books online (see Option #1). Sales reps who qualify for this option are expected to have a Venmo account or checking account set up in order to transfer money back to the author upon the sale of each book, and are expected to cover shipping costs (~\$1/book).

#### Your Bonus!

**Earn a Free Book** with your first 5 copies sold! You can give it to a friend or sell it for profit!

**Refer a Friend** to become a sales rep and receive a free book to giveaway or sell! Friends in different cities are preferred. Your friend must sell 5 books before you can receive your free copy.

**Amazon Reviews:** Although your sales are not via Amazon, we still value such reviews. Thus, for every 10 Amazon reviews that can be linked to your sales or network, you'll win a free book! Ask us about details.

#### Tips for Sales

**How Much To Charge:** The book retails for \$16.95. Taxes add about another \$1.00. You are therefore expected to sell books at a price of \$17.95 per copy. If people are paying with cash, it is recommended that you round this number to \$18.00 having to make change and deal with coins.

**Table an Event** such as an Earth Day festival! This is a great way to sell books. If you're an organization, tabling events and doing book auctions is a great way to fundraise. Even better, find a local climate change event or Green New Deal townhall in your area, and ask to host a book booth!

**Sale to Book Stores:** Approach your local bookstore and ask them to carry *Beyond Debate*. If they're interested, they'll want to speak with the publisher. At this point, send their contact info to [info@ShahirMasri.com](mailto:info@ShahirMasri.com) and we'll take it from there. If the bookstore buys copies, the sales rep will receive \$1 per book for the first 10 books sold at the store, plus \$25 per 100 books sold for 1 year after.

**Book Clubs & Environmental Clubs** are great groups to approach. To encourage bulk orders (10+ copies), we offer a 15% discount off the retail price, plus \$1.99 shipping per book. This discount reduces profit for both the author and sales rep, but it's a good way to move books quickly and accumulate higher commission over time. For groups interested in bulk orders, direct inquiries to Dr. Shahir Masri at [info@ShahirMasri.com](mailto:info@ShahirMasri.com), and ask them to copy you in the email. Sales reps will earn \$2.50 per book on bulk orders. Orders will be shipped only once payment is received to the author via check or money transfer.

**College Professors & Schools** are great resources to reach out to. Emailing old professors or school staff who you know personally is a good place to start.

**Promote on Social Media:** Key to sales is advertising. Fortunately, social media serves as free advertising! Share *Beyond Debate* on Facebook, Instagram, Twitter, Snapchat, LinkedIn, or other platforms, and see your sales grow. Be sure to include a link to [www.ShahirMasri.com](http://www.ShahirMasri.com) and ask your buyers to notify you if/when they've made a purchase so that your sale can be verified. Remember, Amazon sales are not valid.

**Outreach:** Remind people of the importance of climate change and the need to understand the facts. For climate activists, remind them that it's not enough that they personally "believe" in climate change. They must also know how to explain misconceptions and inform those who don't understand. *Beyond Debate* is a great resource for this!