



1- **You must register.** This step does not represent any obligation to you or your organization but it is the way for us to get the information needed to complete the rest of the process, including the production of the sample labels with your school name/organization and to establish the administrative contacts.

2- **Decide which method of sales you will use.** You need to decide whether you will buy coffee in advance to sell for immediate delivery or take orders and then buy the coffee.

--**TIP:** buying coffee in advance for immediate delivery will generate higher sales because you will capitalize on impulse. Kids will be able to visit customers with bags of coffee they can smell.

3- **Choose the Coffee you wish to sell and at what price.** You need to let us know what quality coffee you will sell: Dota Select (standard), Dota Estate (premium) or Dota Estate Natural Harvest (Premium Organic). Then, we need to know whether you will sell Ground, Beans or both, and which roasts: Light, Medium, Dark or Espresso.

--**TIP:** Our best selling type of coffee is the Dota Select and it is better than most of the high end gourmet coffees sold in the USA. Our best selling roasts are Medium and Dark, followed by Espresso and then Light which is an excellent product but an acquired taste for most North Americans. Choose the type of coffee according to the demographics of your area.

4- **Choose the chocolate covered Coffee beans** you want to sell and at what price. If you decide to also sell the Chocolate covered beans, you need to choose what chocolate flavor you want in the coating: White, Milk or Dark. Also, the size of the bag: 4 oz, 8 oz and 16 oz.

--**TIP:** chocolate covered beans is an excellent complement to coffee and teenagers will be the main consumers for this product. If the chocolate covered beans ship along with coffee, the minimum purchase unit is only one box.

--**TIP:** dark chocolate is the most popular flavor and represents 65% of our sales.

Once you have completed items 3 and 4, we will create an order form and a flyer to promote sales. Both pieces will be sent to you via email as a PDF file.

5- **Choose the dates for your sale.** We need to know the beginning & closing date of your sale so we can adjust your cut off to the most convenient shipping date. We need to have 48 hours before the shipping date to complete your order and you should allow anywhere between 3 and 7 days for the order to arrive.

Have questions? Email customerservice@godowntoearth.org for a prompt reply.



Our shipping transit times are anywhere from 3 to 7 days from the day we ship from Costa Rica, being Florida and the southern states of the USA the ones with the shorter transit time and the West Coast with the longest.

The 2010 Holiday shipping dates are:

October 5th and 19th
November 2nd, 16th (arrives right before Thanksgiving)
Dec 1st, 7th and 14th
Contact us for shipping dates for 2011.

--**TIP:** our latest recommended date for shipping is the 7th of December. Please do not plan on shipping coffee on December 14th, unless you are in the South Eastern USA and have a plan to distribute the coffee quickly.

--**TIP:** we recommend that you buy at least 20% more coffee than what your sales are in order to create a stock. Chances are there will be some late orders and a lot of the buyers that live in your community will want more coffee later on, most likely after the break.

6- Decide the payment method. Available means of payment are: School/personal check or EFT to our bank account at First Community Bank in North Carolina; Debit cards and Credit cards such as VISA, MC or AMEX.

--**TIP:** Make sure that the method you choose allows you to proceed quickly. No order will be shipped unless full payment is received and/or confirmed.

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