

**“Shop Small for a Big Impact”
RECOMMENDED TEXT FOR NEWSLETTERS AND SOCIAL MEDIA**

Hashtags

#ShopIndie
#ShopSmallForABigImpact

Newsletter/Social Media Copy

Every purchase at an indie bookstore does more than fill your shelves. It supports local jobs, local events, and a space built for community. Shop small for a big impact.

- Corporate Sale Energy
- Endless scrolling

Or...

- A bookseller who actually knows what you like

Not all recommendations are created equal. Shop small for a big impact.

Shop small. Make a BIG difference.

Break the Prime Day sale habit and build a better bookshelf. One thoughtful pick at a time.

Curated, not calculated. Because your reading life deserves more than an algorithm.

Your next read deserves a personal touch. Let someone who knows books guide you there.

Fast isn't always better. Sometimes the best find comes from a conversation. Shop small for a big impact.

When you shop small, the impact is big:

- You support real people who know books and know you

- You invest in your local community
- You discover stories you didn't know you were looking for

And yes, you'll still find great value. Just not the kind measured only in discounts.

When you shop small, your impact stays local. You support jobs, sustain small businesses, and help your neighborhood stay one of a kind.

Small choices shape strong communities. Support local businesses, protect your neighborhood's character, and encourage new ideas to grow.