ACTION ITEMS FOR AUTHORS
(important any time, but especially during these challenging times)

WEBSITES and SOCIAL MEDIA
• Make sure the buy buttons on your website link to your local independent store, to IndieBound.org, and/or to Bookshop.org.
  • www.indiebound.org/spread-word
  • bookshop.org/affiliate_profile/introduction
• Visit your local stores’ websites/social media to figure out how you can support them: Are they open? Fulfilling online orders? Doing deliveries?
• Follow them on social media; give them a shout-out and link to them:
  • When you promote your own book
  • When you make a purchase from them
  • When you see they’re doing something fun, creative, or helpful
• If you’re doing your own virtual storytime or reading an excerpt from your book, link to them as an option to buy the book.
• Encourage followers to buy books and gift cards from them.

SIGNING/VIRTUAL EVENTS
Reach out to see what is most helpful to your local store (it may be different for each store):
• Can you sign stock for them? (Either from a distance and send to them, or go in if they have a skeleton crew working.)
• If your book is not yet published, can you offer to sign books they have on order for the store so they can promote signed pre-orders?
• Did you have an event scheduled with them that has been canceled? Instead, can you do a live-streamed reading/conversation via Skype, Zoom, or another video conferencing service? Or do an AMA (“ask me anything”) on Twitter hosted by the store?

FINANCIAL SUPPORT
• Purchase books for yourself or others from your local store (and let your social media followers know you did so).
• Purchase gift cards from them for use at a later time.
• Start a Libro.fm account and link to your favorite indie; currently, 100% of profits are going to the stores: libro.fm/
• Donate to the Book Industry Charitable Foundation (Binc) and encourage others to do the same: www.bincfoundation.org
• Donate directly to the store.