

“They have a promotion. Indie bookstores have a purpose.”
RECOMMENDED TEXT FOR NEWSLETTERS AND SOCIAL MEDIA

Hashtags

#IndieBookstoreDay

#ShopIndie

Newsletter/Social Media Copy

While big-box corporations run promotions, indie bookstores are doing what we do best: building community, recommending unforgettable reads, and throwing the book party of the year.

This week, while some big stores are launching flashy sales, we’re doing what indie bookstores do best: building joy, throwing parties, and turning stories into something unforgettable.

One week. Two choices.



Corporate discounts?



Community celebration?

This Saturday, show up for the bookstore that shows up for *you*.

We handsell books, not coupons.

Now two giant corporations are trying to cash in on Indie Bookstore Day, but the real ones know where it’s at.

Now, Barnes & Noble also announced their sale that leads up to Indie Bookstore Day...Okay, Joe Fox. We’ll be over here living out our Kathleen Kelly dreams.

We’re not trying to out-sale the big guys. We’re just too busy building something better.