

Deciding where to make your next book purchase?

Indie Bookstore

or

Big Corporation/
Retail Chain

CHECK OFF
THE BOXES!

Get
personalized
recs from
qualified
booksellers

Depend on
an algorithm to
make choices
for you

Grab a
local coffee
or tea

Stroll through
an intimate
and cozy
atmosphere

Scroll
endlessly
online

Take away
dollars that
support your
community

Keep dollars
in your
community

Find unique
local
products

Enable the
loss of local
storefronts
on Main
Street

Feed a
billionaire's
overflowing
fortune

Experience
a wide range
of diverse
voices

Increase
packaging
waste and
carbon
emissions

What did you decide?

- If you selected mostly the left side, congrats on giving back to your community – enjoy a trip to your indie bookstore! 🥳
- If you selected mostly the right side, then you get to spend less but at the cost of your community. 😞

SHOP INDIE. SHOP LOCAL.

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