

“What did you decide?”
RECOMMENDED TEXT FOR NEWSLETTERS AND SOCIAL MEDIA

Hashtags

#ShopIndie

Newsletter/Social Media Copy

Every time you buy a book, you're making a choice.

✓ Support independent bookstores ➡ You're keeping local shops vibrant, fueling author discovery, and strengthening communities.

✓ Support monopolies and big box stores ➡ You're sending profits to corporations, not communities.

This October 7 and 8, we invite you to check the box for indie bookstores. Your purchase keeps the shelves diverse, the conversations lively, and your neighborhood thriving.

Ready to make your next bookish decision?

✓ Check indie bookstores ➡ Cozy vibes, staff picks, unexpected discoveries, a place that knows your name.

✓ Check monopolies ➡ Algorithms, warehouses, and one more billionaire yacht.

We think the choice is pretty clear: check the box that keeps reading magical.

What Happens When You Buy a Book?

At indie bookstores, every purchase...

- ✨ Supports local jobs
- ✨ Keeps shelves diverse
- ✨ Strengthens community spaces

At monopolies, every purchase...

- 💰 Fuels billionaire profits
- 📦 Prioritizes speed over sustainability
- 🔒 Narrows what gets published and promoted

The same book. Two very different outcomes.

Your next book purchase...Will it equal a stronger community, thriving local culture, and authors discovered through the passion of booksellers? Or, will it equal corporate profits, closed storefronts, and fewer diverse voices?

This week, make sure your next book adds up to something bigger than just a package at your door.

If you buy from indie bookstores, then your dollars stay local, your shelves stay fresh, and your neighborhood thrives.

If you buy from monopolies, then the story shifts: profits leave your community, choices shrink, and bookstores disappear.

Every purchase is a plot twist. What kind of ending do you want?

This week isn't just about what you buy. It's about *where*.  Indie bookstores keep communities thriving. Monopolies keep billionaires thriving. Choose wisely.

Every story has more than one ending. So does every purchase. Choose the ending that keeps indie bookstores on your block, not just in a warehouse.