



INDEPENDENT BOOKSTORES

**AND WHY
YOU SHOULD
LINK TO ONE
FOR BOOK SALES**

Independent bookstores are all about choice. We offer a diverse selection of books for our customers to choose from, curating an eclectic inventory that both represents the marketplace of ideas and enhances learning.

Independent bookstores appreciate that authors and others make choices on their websites, too, and may choose to refer customers to just one online retailer in order to earn commissions to help the bottom line.

Independent bookstores and other local businesses support their communities by contributing taxes, creating jobs, making charitable contributions, and using local services. We provide unique character and livability to our Main Streets. If online and giant retailers squeeze out local businesses, property and sales taxes—the source of funds for our schools and public services—will suffer.

There has been a renaissance in indie bookselling over the past five years. The independent bookstore network is growing and strong; book sales are up across the indie channel; and there have been consistent, modest sales gains for four years.

Here is our request: In addition to Amazon, **link to an independent bookstore** for book sales. Offer your customers a choice of not only what they buy, but also where they buy.

Where We Spend Shapes Where We Live
CHOOSE LOCAL