

“October is the new December” Campaign Returns
RECOMMENDED TEXT FOR NEWSLETTERS AND SOCIAL MEDIA

Newsletter

Shop early to get your holiday gifts on time! The supplychain is even more disrupted this year due to COVID-related labor shortages in publisher warehouses, printing capacity limitations, and shipping issues. All of which means potential out-of-stock books and order delays. Find the perfect gift early this holiday season. October is the new December!

Pandemic supplychain disruptions continue with labor shortages in publisher warehouses, printing capacity limitations, shipping delays, and a host of other issues. Shop early and shop local--in person or online--then sit back and relax with a good book (or two) for the holidays.

Facebook/Instagram

Find the perfect gift early this holiday season and avoid anticipated supply chain disruptions and out-of-stock books. October is the new December!

Spare yourself holiday stress and help independent bookstores plan ahead for supply chain disruptions by shopping early this year. Shop early, shop local!

The holidays will be here before you know it and the supplychain is even more disrupted than last year. High demand, low stock, and anticipated delays = Shop early this season – online, in-person, or over the phone!

No tricks, only treats. The holiday season is approaching and indie bookstores have you covered for shopping early and shopping local.


The holidays are coming in hot and a little bit harried due to supplychain disruptions caused by the pandemic. Shop at your local indie bookstore and check off your holiday shopping list early!

Twitter

Holiday shopping at an indie bookstore be like: “One book for you, one book for me” on repeat.






Fall? Oh, you mean cozy bookworm season.

Autumn was made for .





It's unbe-leaf-able how easy it is to shop early and shop local!

Things we know are true:

-  You're never too old to play in the leaves.
-  Adding pumpkin usually makes everything taste better.
-  It's never too early to knock out your holiday shopping.




October is the new December? We be-leaf it! Shop early this season – online, in-person, over the phone – we've got you covered.

How can you support indie bookstores this holiday season?

-  Shop early
-  Preorder a book
-  Make a donation
-  Purchase a gift card

Shop your local bookstores early and avoid supplychain disruptions--out of stock titles and order delays. Then enjoy the gift of books all season long.

 Fall vibes 

-  Cozy candles
-  Pumpkin treats
-  Curling up with a new book from an independent bookstore

Hashtags

#ShopEarlyShopLocal #OctoberIsTheNewDecember #ShopIndie #ShopEarly #ShopLocal
#IndieBound