

ACTION ITEMS FOR AUTHORS

(important any time, but especially during these challenging times)

WEBSITES and SOCIAL MEDIA

- Make sure the buy buttons on your website link to your local independent store, to IndieBound.org, and/or to Bookshop.org.
 - www.indiebound.org/spread-word
 - bookshop.org/affiliate_profile/introduction
- Visit your local stores' websites/social media to figure out how you can support them: Are they open? Fulfilling online orders? Doing deliveries?
- Follow them on social media; give them a shout-out and link to them:
 - When you promote your own book
 - When you make a purchase from them
 - When you see they're doing something fun, creative, or helpful
- If you're doing your own virtual storytime or reading an excerpt from your book, link to them as an option to buy the book.
- Encourage followers to buy books and gift cards from them.

SIGNING/VIRTUAL EVENTS

Reach out to see what is most helpful to your local store (it may be different for each store):

- Can you sign stock for them? (Either from a distance and send to them, or go in if they have a skeleton crew working.)
- If your book is not yet published, can you offer to sign books they have on order for the store so they can promote signed pre-orders?
- Did you have an event scheduled with them that has been canceled? Instead, can you do a live-streamed reading/conversation via Skype, Zoom, or another video conferencing service? Or do an AMA ("ask me anything") on Twitter hosted by the store?

FINANCIAL SUPPORT

- Purchase books for yourself or others from your local store (and let your social media followers know you did so).
- Purchase gift cards from them for use at a later time.
- Start a Libro.fm account and link to your favorite indie; currently, 100% of profits are going to the stores: libro.fm/
- Donate to the Book Industry Charitable Foundation (Binc) and encourage others to do the same: www.bincfoundation.org
- Donate directly to the store.

