Dear Author/Illustrator,

As you embark on your journey as a published author or illustrator, there is one key relationship that you must develop: your connection with independent bookstores. The booksellers at indie stores read and handsell your books; they spread the word from the beginning. So, in the world of easy online shopping, be sure that your website links to your local indie store (or stores) and/or IndieBound.org. It's simple and critical that you do this. Please visit www.indiebound.org/spread-word.

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 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 donations, 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 seven 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 six years.

Here is our request: Link to an independent bookstore for book sales, in addition to Amazon and other retailers. Offer your readers a choice of not only what they buy, but where they buy.

CHOOSE LOCAL

Thank you for considering.

Jamie Fiocco
President ABA Board, owner
of Flyleaf Books in Chapel Hill, North Carolina

If you link to IndieBound.org here are examples of buttons you'll find on the Affiliate Program pages. We suggest you keep the message simple, whether with an image or text: "Shop Indie!"

Shop Indie!

Celebrating independents in your community

Linked by passion

Think outside the books

indies