

**“The Future Is Indie”
RECOMMENDED TEXT FOR NEWSLETTERS AND SOCIAL MEDIA**

Hashtags

#TheFutureIsIndie #ShopIndieReadIndie

Newsletter/Social Media Copy

The stakes are high right now for indie bookstores, for small businesses, and for communities. It's time we break the Amazon trance.

Amazon is marketing two days of “epic deals,” but #TheFutureIsIndie campaign is here to talk about what is really important.

If you want Amazon to be the world's only retailer, keep shopping there. On July 11 and 12, shop indie. #TheFutureIsIndie

When you shop from independent bookstores, you're not just supporting a business. You're supporting a community by preserving a rich past and creating a better future.
#TheFutureIsIndie

The Oracle Deck has spoken, indie bookstores are our future. 🌍 #TheFutureIsIndie

The future is bright with independent bookstores! #TheFutureIsIndie

Choose bookstores and small businesses, run by real people making connections and providing spaces for personal and local experiences. #TheFutureIsIndie

Independent bookstores are the guardians of imagination, where stories come alive and dreams take flight. Support the magic! ✨📖 #TheFutureIsIndie

From cozy nooks to hidden gems, independent bookstores are the heart and soul of literary communities. Let's keep their stories alive for generations to come! #TheFutureIsIndie

The future is bright with pages waiting to be turned! ✨ #TheFutureIsIndie

Step into a world of literary wonders. The future is independent bookstores! #TheFutureIsIndie

The answers you seek can be found in your local indie bookstore! Find your local indie today.
#TheFutureIsIndie

Journey through the indie bookstores of fate and unveil the stories written in the stars. Are you ready to discover your bookish path? ✨🌍 #TheFutureIsIndie

The future will be more diverse, more authentic, less corporate, more local—#TheFutureIsIndie.

The Reader 🧑🏻: New adventure awaits when you visit an independent bookstore. If you've never shopped indie, now is the time. Take that first step and carry with you a curiosity for all you will learn.

The Bookseller 🧑🏻: An experienced and skilled bookseller is ready to share books (wisdom) with you. They are located right in your community to help you!

The Devil 😈: Beware of instant gratification and the allure of convenience. By choosing to support indie bookstores, you resist the pull of mainstream consumerism with larger chain retailers or online platforms and foster connections in your community.

The Star ✨: Get ready for personal recommendations from real booksellers who provide guidance and inspiration to explore new realms, gain new perspectives, and find solace in your pursuit of knowledge. Trust the process.

The Sun ☀️: You are glowing from your latest book purchase. Bask in the joy of reading and reflecting and illuminate your own path. Those near you notice the positive energy you are radiating from this experience.

The Bookstore 🏠: You feel whole and complete after shopping indie. Celebrate your success. You have confirmed that your individual choices can support the broader literary ecosystem, including writers, publishers, and other independent businesses, and impact your local community.