



# Calling All Authors



How to support independent bookstores when selling your book online

Magical things happen in independent bookstores. Booksellers are innate marketing machines. A bookseller's love of a book can help make an author's career. As an author, you want indie bookstores to carry your book and you'd like indie booksellers to host your event in their store. To get indie bookstores to support you, please also support them.

## 1. Include indie buy buttons on your website

Whenever you link the customer to online sales options, include an indie bookstore.

- Link to your local bookstore. If your local bookstore doesn't sell online, link to their website or list their phone number and also include another indie bookstore that offers online shopping.
- Link to favorite bookstores anywhere. You don't need a local store to link to an indie. Your readers live everywhere. Pick one (or even a few) of your favorite indies in your state or anywhere in the country and link to them.
- The key is to be creative and link to indies in a way makes sense for you. Consider listing indie bookstore options before corporate ones. See how the sample authors below do it.



## 2. Link to IndieBound

IndieBound.org, created by the American Booksellers Association, is a key tool authors use to direct online sales to independent bookstores.



- Add an IndieBound link on your site. Look for your book on IndieBound, copy the link, and refer readers there.
- Sign up as an IndieBound Affiliate to receive referral fees and use IndieBound widgets on your site. [www.indiebound.org/affiliate](http://www.indiebound.org/affiliate)
- Share the Indie Bookstore Finder with your readers. Use IndieBound's online map to help readers discover a local indie bookstore.

## 3. Befriend an indie

The best way to work with independent booksellers is to be a regular at your local bookstore.

Buy books from them, talk books with them, attend their events, and become a familiar face. Once your relationship is established, follow the lead established by Upstream, the initiative started by Daniel Handler (Lemony Snicket) to encourage authors to keep signed stock with their closest bookseller for in-store and online sales.

## SAMPLES

Rainbow Rowell encourages authors to keep signed stock at their local store [www.rainbowrowell.com/buy-signed-books](http://www.rainbowrowell.com/buy-signed-books)

Michael Perry lists indie stores first [www.sneezingcow.com/product/jesuscow/](http://www.sneezingcow.com/product/jesuscow/)

Anthony Doerr lists indie stores first [www.anthonydoerr.com/books/all-the-light-we-cannot-see/](http://www.anthonydoerr.com/books/all-the-light-we-cannot-see/)

Thank you for supporting independent booksellers!

[www.MidwestBooksellers.org](http://www.MidwestBooksellers.org)

