

Independent bookstores are a destination of choice, growth, and surprise, a place where customers are sure to discover the next great read and to meet somebody to talk to about it. Indies are a family made stronger and bound by our diversity.

We are IndieBound.

The mission of IndieBound is to promote the value of independent businesses and to provide a means to help build—and sustain—healthy, local communities. We are connected to our customers, our communities, and our colleagues—and linked by passion. This Fan Manual is a guide for booksellers, the foundation of IndieBound. Read it, use it, talk about it.



Through advocacy, marketing support, and retailer action—IndieBound works to promote strong local economies, thriving neighborhoods, and the preservation of communities. IndieBound acts in three settings: In the bookstore, in the community, and online.



The Literary Liberation Box seeds the store with materials and resources for use in each setting, and the Bookseller DIY on ABA's trade website, BookWeb.org, is the place for downloadable, editable, multi-format electronic files for the Indie Bestseller List, the Indie Next List, posters, bookmarks, palm cards, logos, ad slicks, T-shirts, and other specialty designs.

In addition to designs, PR tips and all things IndieBound are available online at BookWeb.org, and much of the material is for members only. There, you'll also find the popular "Here's What You Just Did" editable flier, a "thank-you" to your customers (a great resource to share with other indie retailers in your community).

Here's the key: Just as each store and community is unique, so, too, can be the way IndieBound is designed and used. Don't like red, black, and white? The Bookseller DIY contains multiple variations for color, as well as fonts and spirit lines. Love the **Eat, Sleep, Read, Local** poster but want to add your logo to it? Download the poster file, and then give it to your local independent printer to adjust the file and print.

In the Store

The Literary Liberation Box contains a variety of goodies to help spread the word about your store, the value of indie booksellers, and the importance of shopping locally, including:

- Palm cards and rally cards, as conversation starters and bag stuffers
- 10 "We're IndieBound" window decals, for the store and the community
- IndieBound logo buttons
- The most recent Indie Next List
- Samples of the Indie Bestseller List
- A tear-off shelf-talker
- Four bookmark designs
- Sample IndieBound shopping bags (available through W.G. Ellerkamp)
- Indie Next List book stickers (available through AAA Label)

The "Eat Sleep Read Local" and "Snack, Nap Read" posters are sent separately. You can purchase high-quality versions of any poster design from the IndieBound online shop at RedBubble, and many different T-shirt styles from our Printfection and CafePress stores.



In the Community



Ready to spread the word and the passion?

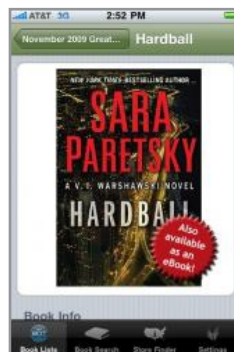
- Put the **We're IndieBound** decal in your front window.
- Go next door, talk with your indie neighbors.
- Bring them a customized **Here's What You Just Did** poster so they can thank their customers (who are likely the same as yours).
- Bring a **We're IndieBound** decal.
- Inform the Chamber of Commerce, show them the IndieBound spirit lines from the Bookseller DIY (such as **Love Your Local**), and create something unique for your town.
- Ask community papers to take a **Nurture Your Community** ad for remnant ad space (check the Bookseller DIY)
- Become an expert and learn the facts about indie businesses and the impact of localism from the resources in BookWeb.org's Advocacy section.

Connecting Online at IndieBound.org

IndieBound.org is the online gathering place for the indie community—shoppers, fans, and retailers. Top features include:

- The Indie Store Finder—not just bookstores
- The Indie Next List and Indie Bestseller Lists
- The ability to purchase print and Google eBooks through IndieCommerce websites
- IndieBound Wish Lists and Book Widgets
- The IndieBound Affiliate Program
- The IndieBound app for iPhone
- Book trailers, NPR stories, and more

All ABA members are encouraged to join the community (as both “the store” and as individual booksellers) AND to expand their store profile. Add photos, details about inventory, store hours, and anything that potential customers might want to know!



The Fine Print: How IndieBound Works for ABA Members

ABA members that are independently owned are automatically in the IndieBound program and will receive the Literary Liberation Box. New members will receive a monthly supply of the Indie Next List for three months following their joining, unless ABA is notified otherwise. During those three months, and then during their membership, to continue receiving IndieBound materials in ABA's publisher-supported monthly Red Box mailings, and to receive the monthly White Box (galley, ARCs, and finished books supplied by ABA publisher partners), your store must participate in at least two of the following ways:

- Regularly report to the Indie Bestseller List (three out of four weeks monthly)
- Nominate titles for the Indie Next List (one nomination per quarter)
- Launch an IndieCommerce website
- Create an Indie Next List store display and send ABA a photo to share with the association's publisher partners (twice yearly)

Have any questions or need assistance? Email Paige Poe at paige@bookweb.org.

Don't forget: Nominate titles to the Indie Next List: <http://bookweb.org/indiebound/nextlist/nominate.html>
Report your bestsellers to the Indie Bestseller List: <http://bookweb.org/indiebound/bestsellers/reporting.html>

More details on everything can be found on BookWeb.org!
Read BOOKSELLING THIS WEEK for IndieBound updates!
THANK YOU, AND ENJOY THE PARTY!

