Make YOUR Bookstore The Center Of A Local Economy

Independent bookstores are the backbones of strong local communities. Your store can serve as a community center for events as well as a resource center for people looking to get their own businesses involved. A strong local community can improve the quality of life in your area and keep money circulating locally. Here are a few ideas to get you started:

REGIONAL AUTHORS AND REGIONAL SUBJECTS
Invite authors from the region to speak at your bookstore, and not only when they are promoting a recent book. Build a network of local authors around your bookstore as a kind of home-base. Authors writing on regional subjects are also great guests.

COOK LOCAL!
Teach your customers to eat locally! Drawing on cookbooks on sale in your store, local farmers and greenmarket operators can instruct how to assemble ingredients for delicious and healthy meals from ingredients produced locally.

LOCAL ECONOMY COFFEEHOUSE
Invite local musicians, writers, and poets to perform regularly at your bookstore; extend your hours into the evening and serve locally grown, organic coffee to the guests.

LIVE WELL LOCALLY
Organize an event around the health and well-being books and how-to guides emphasizing the particular aspects of your local community and economy. Local civic leaders or community organizers could lead group discussions on how to apply the lessons of these books to local life.

THE WEALTH OF COMMUNITIES
Initiate a program of mutual support and exchange with other local businesses, but don’t stop at establishing a local business alliance--plan events, feature the products of local craftspeople and artisans in each other’s stores and unite to promote the wealth of the community.

These tips brought to you by:

DEEP ECONOMY
THE WEALTH OF COMMUNITIES AND THE DURABLE FUTURE
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