

Thanks for shopping at

# Your Local Bookseller

## Here's what you just did!

### 1. You kept money in the local economy

Based on US research, we know that for every \$100 spent in a local business, \$68 is likely to stay in the community, versus \$43 when spent in a national business.

### 2. You embraced what makes us unique

You wouldn't want your house to look like everyone else's in New Zealand. So why would you want your community to look that way?

### 3. You created local jobs

Local businesses are better at creating higher-paying jobs for local people.

### 4. You helped the environment

Buying from a local business conserves energy and resources in the form of less fuel for transportation, less packaging, and products that you know are safe and well made, because we stand behind them.

### 5. You nurtured community

We know you, and you know us. Studies have shown that local businesses donate to community causes at more than twice the rate of non-local businesses.

### 6. You helped keep the high street healthy

Supporting local business means more colour and variety on the high street and creates more reason for local authorities to support them.

### 7. You created more choice

We pick the items we sell based on what we know you like and want. Local businesses carry a wider array of unique products because we buy for our own individual market.

### 8. You took advantage of our expertise

You are our friends and neighbours, and we have a vested interest in knowing how to serve you. We're passionate about what we do. Why not take advantage of it?

### 9. You invested in entrepreneurship

Creativity and entrepreneurship are crucial to our economy. Nurturing local business ensures a strong community.

### 10. You made us a destination

The more interesting and unique we are as a community, the more we will attract new neighbours, visitors and guests. This benefits everyone!



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New Zealand