

# HOW TO TALK ABOUT AMAZON WITH YOUR CUSTOMERS AND COMMUNITY!

## DOs and DON'Ts

### DO:

- Stress the positive contributions YOU make to your community!
- Provide factual and evidence-based discussion about the dangers of Amazon's growth and power
- Make an economic and an emotional case
- Show solidarity with Amazon workers, sellers, and contractors
- Stress that the large-scale solution to Amazon's overreach is legislative
- Think of your stance more as "pro-small business" or "pro-community" instead of "anti-Amazon"
- Stress the impact that individual choices have on YOU. While someone divesting from Amazon has little effect on Amazon, someone investing in you has a big impact on you.

### DO NOT

- Shame people for their purchasing habits
- Focus on the fact that books are "cheaper" or "faster" on Amazon. You don't even have to mention it!
- Pin the entire Amazon issue on the individual consumer; this is chiefly a government problem with a government solution
- Be alarmist or preachy; the straightforward facts are alarming enough



## POST SCHEDULE

Suggested timeline: one social media post per week leading up to Independent Bookstore Day

### WEEK 1: YOUR CONTRIBUTION TO THE COMMUNITY

- Spend this week highlighting the ways you contribute to and build your community. These are not necessarily economic, and they may be intangible, but they are important. You don't even have to mention Amazon but if you want to, you can stress that Amazon isn't interested in any of this intangible community-building work.

### WEEK 2: AMAZON'S TROUBLING RECORD

- Highlight Amazon's troubling record on worker safety, worker rights, the environment, playing hardball with third-party sellers, or privacy. There's lots to choose from. Make sure not to open yourself to critique, and don't get too self-righteous. Let the facts speak.

### WEEK 3: THE ECONOMIC BENEFITS OF COMMUNITY-ORIENTED SMALL BUSINESSES

- This week, drive home the fact that money spent on Amazon doesn't stay in your community, but money spent in your store does. The ABA has lots of great statistics breaking down how much more money stays in communities when it's spent at small businesses. People respond very well to financial statistics.

### WEEK 4: POLICY SOLUTIONS

- This week, highlight the regulatory problems with lax antitrust enforcement, and stress that the solution isn't new laws but rather strong enforcement of laws already on the books. Have a look at the report from the House Judiciary Antitrust Subcommittee, or amplify messages from antitrust superstar Lena Khan or the Institute for Local Self Reliance. This isn't the sexiest messaging but it's important to stress that individual choices alone aren't the solution.

## #RESISTAMAZON

