

(Get free) The Localist: Think Independent, Buy Local, and Reclaim the American Dream

The Localist: Think Independent, Buy Local, and Reclaim the American Dream

Carrie Rollwagen

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Carrie Rollwagen : The Localist: Think Independent, Buy Local, and Reclaim the American Dream before purchasing it in order to gage whether or not it would be worth my time, and all praised The Localist: Think Independent, Buy Local, and Reclaim the American Dream:

0 of 0 people found the following review helpful. An easy and enjoyable readBy Mary BethAn easy and enjoyable

read. Obviously the book challenges you to shop locally, but I also found it really made me think about how I spend my money and what impact it really has. Gone are the days when I mindlessly wander through Target and pick up something that I don't need. Carrie's writing is very conversational and it felt like I was chatting with a friend (it's obvious her style is influenced by her blog). The only reason I don't give it 5 stars is because I did feel there was a lack of back story on her adventures shopping locally. I would have liked to have heard some more about her struggles and triumphs and some more ways to apply shopping locally to my life. There were some good facts and figures that supported the microeconomics of the idea but as a business nerd I would have liked a little more. However, I may be in the minority on that thought. All in all, excellent read that really makes you think about the power we hold as consumers.

3 of 3 people found the following review helpful. *A Start to Thinking About Shopping Locally* By Paul Wood Carrie Rollwagen has a conversationalist style that comes from her years of experience writing blogs. It is one that makes you feel welcome in her thoughts and makes for easy reading. She also came up with a good idea to get people to be interested in her ideas and try to change the way Americans and specifically Christians shop. I was excited to read about her adventure in local shopping. I'm impressed with the idea of the book but lacks perfect execution. I wish it had more of her story shopping locally and the adventures she had at local stores. They were few and far between and mostly about how she could not find office supplies at a local shop. I wanted more of those because she shined in those moments. If she had I would have given it a four star. It started with a call that maybe we should explore our shopping habits and see the arguments for shopping from locally owned stores rather than big box stores. It is almost a convincing argument and one that in the end says we do not have to avoid big box stores completely but only localish shopping. My two big problems with the book though is that one she does not reference the sources in anyway in the actual book where they are found. She uses lots of studies and says lots of facts but the only place you can find the source is at the end of the book listed under resources. It is more of a general list rather than actually saying that this fact came from this source. A book is not a blog and sources must be given better credit than just a cursory mention in the back. The other big problem is that she gets really preachy in the middle of the book. She harps upon large businesses like after she starts the book discussing how big box can coexist with independents. And while she gets preachy she shows that she does not understand everything about the economy that she is critiquing. The book though did open my eyes to another way of life and that maybe I should shop at more local places even though it is limited in my smaller town. A good try at getting people to start shopping local and one that should get people to question their current shopping habits.

2 of 2 people found the following review helpful. *Love for The Localist* By K. Merrill I enjoyed following Carrie's Shop Small blog a few years back, about the year of shopping locally that her book is based on, so I was looking forward to having an answer to all of the questions to the questions I had about shopping locally and why it made such a difference. I fell into the popular camp of knowing I should shop locally (much like knowing I should floss), but also wanting to buy things as cheaply as possible and not minding free two day shipping while we're at it. I procrastinated on purchases, dreaded trips to stores, and resisted going to the closest shops because I fear it means overpaying for things. I did love eating locally, and developing relationships with the people that work at those local restaurants or cafes, but I didn't think much about the benefits of local beyond that. I found Carrie's book to be easy to read, much more conversational than your typical non-fiction book that can at times read like a re-iterating college research paper. It serves more as a memoir of her year of shopping locally along with starting a local business and the obstacles small businesses face. I found a lot of the book to be hilarious, and even more of it to be heartfelt. I love her approach to sharing about a cause that means so much to her (she can be found at a local haunt in Birmingham nearly every day), she doesn't beat you over the head with it, or tell you that buying from a corporation is evil, or that you need to totally reverse your spending habits. She advocates small doable changes that would make a huge difference for your local community and economy. Thinking about where you shop and choosing to shop locally rather than with a corporation that has shown not to have its employee's or the consumer's best interests at heart. Where I used to feel guilty about spending too much money at my local grocery store and feeling lazy for not making the extra drive to a larger chain, I now feel happy to support a local option. I want these businesses to still exist when I need them, so I'm happy to have reasons to start seeking them first. I think this book has a powerful message that could actually benefit small business owners in a very big way. In short, I loved the book and recommend it for everyone, even outside of the Birmingham, Alabama community where Carrie based her project.

The Localist: Think Independent, Buy Local, and Reclaim the American Dream is the story of one girl's journey from buy-local blogger to woman entrepreneur and indie-shop advocate. When Carrie Rollwagen decided to give up corporate shopping for a year and instead shop local-only, she knew that she'd have to learn how to shop local, that she'd discover new indie businesses, and that she'd need to makeover her shopping habits. What she didn't know is that she'd save money, discover how to connect with her community, and learn to love indie business more than the big box stores she'd bought from all her life. She also didn't know that, before her buy-local year was over, she'd be the owner of her own independent business, a community coffee shop and indie bookstore in Birmingham, Alabama. In *The Localist*, we follow Carrie on her localist adventure as she embraces slow food, small business, the locavore movement, and many quirky indie shopkeepers and unique independent shops along the way. She tells the story of her

year of blogging about buying local in Birmingham, Alabama, and she gives us an inside look at her experience as a new female entrepreneur opening a new neighborhood business: Church Street Coffee Books, an independent bookshop and locally owned coffee shop. Part memoir, part manual on how to shop local, *The Localist* is pro-community, but it's not necessarily anti-corporate. Carrie doesn't attack all big business, but rather shows us what we create with our shopping dollars and helps us see new ways of making positive impact on our communities with our spending. Big box stores are convenient, but corporations are not people, and it's important that we shop local and support indie business to keep the scales balanced between Main Street and Corporate America. Carrie Rollwagen is a copywriter and independent business owner based in Birmingham, Alabama. *The Localist: Think Independent, Buy Local, and Reclaim the American Dream*, based on her year-long blog about choosing independent shops over big box stores, is her first book.