

# shop local



A Practical Pain-Free Guide  
to Shopping With Purpose

Heidi Butzine

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## An enlightening, inspiring, and transformational guide for shoppers.

*Shop Local* empowers consumers to make a difference in their communities, help the economy and spend their money wisely. It is an insightful resource for the "chief purchasing officer" in any household. As the author shares tips from her shop local toolkit, readers will:

- Learn how to become better shoppers by knowing the positive multiplier effect of local businesses.
- Get tips for how to shift spending locally without spending more.
- Find out how to set daily intentions and goals to create wiser and more meaningful spending habits.
- Change their feelings about money by setting measurable goals to manage spending.
- Experience how easy it is to support local community businesses and feel good doing it.

The first book to offer an easy-to-follow recipe for making daily purchase decisions to put local businesses first, *Shop Local* is packed with clever ideas and highly-motivating tips.

A Southern California native, the author shares real-world stories about her own "big-box detox" shopping experiences and explains how communities, people and the economy are positively affected when we buy from local businesses.

With its informative, fun and inspirational tone, this book is a valuable tool for shopping with purpose.

HEIDI BUTZINE [pronounced bud-zeen] is a best-selling author, entrepreneur and wine aficionado. Her most recent book, *Shop Local: A Practical Pain-Free Guide to Shopping with Purpose*, is part of her personal mission to get more people to support local businesses everywhere and strengthen the communities where they work and live. Heidi earned her executive MBA from UCLA and her bachelor's degree from Cal State University, Dominguez Hills. Heidi is a Southern California native who lives in Redondo Beach where she grows Zinfandel grapes, dabbles in photography, painting and garagiste winemaking.

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# Praise From Readers For *Shop Local*

“Great inspiration needed right now. I really enjoyed reading *Shop Local* and recommend it to anyone who is looking for inspiration on how they can support their community...”

—Kim L.

“Finding balance without a guilt trip. I'm a father of two in my early sixties and both of my daughters are back home living with us after graduating from college two years ago. We have always shopped at Walmart and discount stores to save money for our family but this book has really opened my eyes...”

—J. Krupp

“Helpful resource for ways to support our communities...I loved the tools in the book that helped me plan out my own goals and spending priorities to support the local businesses in my town. Very helpful.”

—Catherine M.

“Never before did I think much about where I shopped and how I spent my money. After reading *Shop Local*, I know have a much better awareness about how much my spending choices matter.”

—Gloria W.

“Who knew that shopping could make a difference in my community...Will make you think twice about where you shop.”

—R. Jones

“I found this book to be such an incredible inspiration. Not only did I learn how important it is to shop local but I also got so many ideas to make it a lifestyle and part of my everyday actions.”

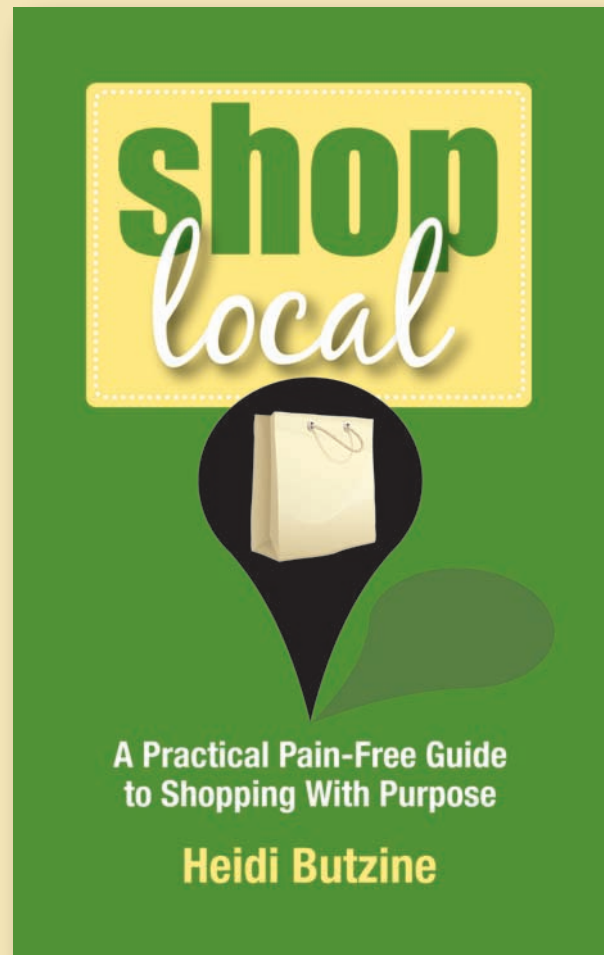
—J Ortega.

“I just read *Shop Local* and while this isn't a book about how to manage a budget, I found that it made me take a closer look at my spending and where my money was going. I loved the *Shop Local* shift calculator. I can see how much I spend each year and then decide where I was able to shift my normal spending and shop more at the independent stores in my town. Easy to read and lots of great ideas.”

—H. Jones

“This book should definitely be on the reading list for anyone who is tired of seeing empty storefronts in their towns or bored with big-box stores and looking to make a difference in their neighborhoods. Just about anyone could benefit from reading it.”

—Natalie F.



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