



**Unique stores. Great sales.**

An online marketplace for sale items from independent retail stores.

**To shop or sell, visit  
[www.LittleIndependent.com](http://www.LittleIndependent.com).**

## The Little Independent Story

**M**y husband and I own a neighborhood bike shop in Chicago. Over the course of many months, we watched a bike helmet gather dust on the sale rack. We marked it down...then marked it down again. We showed it to customers we thought might like it. We put it out for the sidewalk sale. The helmet still wouldn't sell. Sure, it was a bit over-sized and more expensive than others, but I knew someone out there would be happy to have it for a great price. I wished there was an easier way to reach that person.

I found fellow storeowners have the same issue. Even those that have e-commerce websites sometimes find themselves with an item that lingers too long. The available listing websites where I could reach a wider audience had high fees and complicated set-up processes.

There was no inexpensive and simple to use online marketplace just for independent stores like mine. I decided to create Little Independent to fill that need and to celebrate the unique independent stores we all know and love.



*Thanks for your time.*

I hope to see and shop your store on Little Independent!

Sincerely,  
Lesley Tweedie

That pesky sale item started at full price,  
**but your regular customers passed on it.**

**...maybe it's the last one**

**...maybe it's an odd size**

**...maybe it's gathering dust**

Want to find that **sale item** a good home?

## Consider Little Independent...

An online marketplace for independent stores to sell their sale merchandise.

- **Access new customers**
- **Enhance visibility for your business**
- **Turn inventory faster**

**All for \$3 or less per listing.**

To get started, visit [LittleIndependent.com](http://LittleIndependent.com). In as little time as a lunch break (which we realize may be few and far between for you), create your storefront and post your items!

# HOW IT WORKS

The screenshot shows the 'Erin Templeton' store profile on the Little Storefront website. The header includes navigation links for 'Stores', 'Locations', 'What's on Sale', and a search bar. The store name 'Erin Templeton' is displayed with its established date '11/25/2009'. A storefront photo is shown with a 'SALE ITEMS' banner. Below the photo, there are several items for sale, each with a thumbnail image, a price, and a brief description. For example, one item is a 'The leather satchel' priced at \$125.00. To the right of the items, there are utility buttons: 'Contact Store', 'Add Store to Favorites', 'Subscribe to Store', and 'Share This'. At the bottom right, there is a 'Follow on our Twitter' link.

## 1 Create your store's profile page

- Provide basic information and optional links.
- Upload a photo of your storefront.
- Select your preferred payment method.

## 2 List an item

- Upload photo(s) of your sale item.
- Provide a brief description.

The screenshot shows a product listing for a 'Hobo' bag on the Little Storefront website. The bag is yellow and is displayed against a tiled wall. The price is listed as '\$245.00'. To the right of the main image, there are several informational sections: 'WANT TO BUY?' with a list of locations (Littleton, CO, Denver, CO, and Denver, NE); 'SHIPPING COST' with a table showing rates for U.S.A., Canada, and Mexico; and 'REVIEW INFORMATION' with fields for 'Color', 'Size', and 'Quantity'. Below these sections, there are buttons for 'Add to cart', 'Share This', and 'Share This'. At the bottom, there is a section for 'Accepted Payment Methods' with a link to 'view more'.

## 3 Sell!

\$

## PRICING

- Get 3 free listings at sign-up •
- Pay up-front for additional listings •
- 100% of all sales go to your store •

Listings are

1 for \$3

5 for \$12.50 (\$2.50 each)

20 for \$40 (\$2.00 each)

50 for \$75 (\$1.50 each)

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