**Holiday Newsletter Copy (short)**

**Spread Small Business Magic This Holiday Season!**

The holidays are coming, and there is so much to do! There are gifts to be purchased, along with food and decorations for holiday meals. Then there are the services you may need from chimney to whole house cleaning, to HVAC services for your heaters and pet care when you travel.

In the hustle and bustle of holiday shopping, don't overlook the magic of supporting small businesses. Ordering from larger or chain stores, or online may at times be more convenient, but the Division of Small Business encourages you to shop at locally owned stores, and with local service providers, as much as possible. These local gems add a unique touch to your gift-giving, offering handcrafted treasures and personalized experiences you won't find in big-box stores. Small businesses don’t have access to the same capital that chain stores do. By choosing to shop small, you're not just buying a product; you're investing in dreams, passions, and the heartbeat of your community. Small businesses embody the spirit of the season, and your purchase makes a direct impact on real people, fueling their entrepreneurial spirit. So, let's make this holiday season merry and bright for everyone by choosing to shop small and make a big difference!

Here are 5 big reasons to shop small this holiday season:

1. Small businesses often offer handmade or locally sourced products that you won't find in larger, mass-market stores. This means you can give truly **unique gifts** that stand out.
2. Small businesses thrive on **personalized service**. The staff often know their products well and can offer expert advice, helping you find the perfect gift or item.
3. Supporting small businesses means **supporting your local community**. The money you spend at a small business is more likely to stay in the community, helping it grow and prosper.
4. Small businesses often reflect the culture and heritage of a community. By supporting them, you're helping to **preserve and celebrate local traditions** and craftsmanship.
5. Small businesses can **quickly adapt to customer needs** and trends. If there's a specific product or service you're looking for, a small business is more likely to be flexible and responsive.

Small businesses in Delaware make up the majority of all businesses in the State, making it even easier for you to shop local. So, when you buy goods or services this holiday season, consider shopping small, and spread some small business magic. Visit de.gov/smallbizmagic for more reasons to shop small and some social media images to share!

**Holiday Newsletter Copy (long) –**

**This holiday season – shop locally!**

The holidays are coming, and there is so much to do! There are gifts to be purchased, along with food and decorations for holiday meals. Then there are the services you may need from chimney to whole house cleaning, to HVAC services for your heaters and pet care when you travel.

You have many options to choose from, and ordering from larger chain stores or online may at times be more convenient, but the Division of Small Business encourages you to shop at locally owned stores, and with local service providers, as much as possible.

Let’s unwrap the top 10 reasons why.

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2. Small businesses thrive on **personalized service**. The staff often know their products well and can offer expert advice, helping you find the perfect gift or item.
3. Supporting small businesses means **supporting your local community**. The money you spend at a small business is more likely to stay in the community, helping it grow and prosper.
4. Small businesses are significant contributors to **job creation**. By supporting them, you're helping to maintain and create jobs, which is crucial for a thriving local economy.
5. Shopping at small businesses often provides **a more intimate and unique experience**. You're not just buying a product; you're engaging in an experience that's curated with care.
6. Small businesses often reflect the culture and heritage of a community. By supporting them, you're helping to **preserve and celebrate local traditions** and craftsmanship.
7. Small businesses can **quickly adapt to customer needs** and trends. If there's a specific product or service you're looking for, a small business is more likely to be flexible and responsive.
8. Are you extremely conscious of where and how your products are made? Small businesses often have direct control over their supply chains aiming to support **ethical and fair practices**.
9. Behind every small business is an entrepreneur who has put their heart and soul into creating something meaningful. Supporting small businesses is a celebration of that **entrepreneurial spirit**.
10. Small businesses often express **genuine gratitude** for your support. Your purchase can make a significant impact on their success, and you're likely to receive personalized thanks, creating a sense of connection and appreciation.

Small businesses in Delaware make up the majority of all businesses in the State, making it even easier for you to shop local. So when you buy goods or services this holiday season, consider shopping small, and spread some small business magic. Visit de.gov/smallbizmagic for social media images to share and links to partner resources and tips!