FOR RECORD STORES

Your shop is the stop.

The Vinyl Vine sends collectors on record store crawls, and every crawl ends at a shop counter. Free for stores. Always.

Scan to claim your shop

thevinylvine.com/stores

★ The first 50 verified shops earn a Founding Store badge.

WE'RE A STOP ON

The Vinyl Vine

Scan to see our listing and plan your record store crawl.

thevinylvine.com

Write your shop's name on the line, or open your listing in the app (Own this shop?) for a card with your name and your own QR code already on it.

Bag stuffers

Print on cardstock, cut on the dashes, and drop one in every bag. The shop name line is blank so you can write yours in.

WE'RE A STOP ON

The Vinyl Vine

Great find.
Find the next one.

Your record store has friends. Scan to discover more record stores near you and plan your own crawl.

FREE
Scan to explore
thevinylvine.com

Picked up at _____

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Picked up at _____

★ FOUNDING STORE

WE'RE A STOP ON

The Vinyl Vine

★ FOUNDING STORE

One of the first 50 shops on The Vinyl Vine

Your Shop Name

Scan to see our listing and plan your record store crawl.

thevinylvine.com

Founding Store edition. Open your listing in the app (Own this shop?) for yours with your shop's name, your own QR code and your Founding number already on it.

Messages you can copy

Change the parts in brackets and make them sound like you. Short and friendly works best.

1. In-store, to a customer

"We're on The Vinyl Vine now. It's a free map for record store crawls. Scan this to plan your next stop."

2. Instagram or Facebook post

We're proud to be a stop on The Vinyl Vine, a community built to send people to local record stores. Planning a crawl? Find [shop name] here: thevinylvine.com
Tag us when you stop in. #TheVinylVine #RecordStoreCrawl

3. Email to your customers

Subject: Find us on The Vinyl Vine
Hi [name], we've joined The Vinyl Vine, a free community map for vinyl lovers who crawl record stores. Plan a crawl that includes us, and scan the sign at our counter. See you in the bins! [your name]

4. A note to a fellow shop

Hi [name], I've been using The Vinyl Vine, a free site that puts local shops on record store crawls. It's free to claim your listing and it helps all of us. Here's the page for stores: thevinylvine.com/stores

5. Following up, a week later

Just checking in: did you get a chance to look at The Vinyl Vine? Claiming your shop takes about five minutes, and it gets you a Verified badge. Happy to help if you have questions.

Claim your shop in five minutes

It's free, and you never share a password or a payment.

1. Find your shop

Go to thevinylvine.com, tap Open the app, and choose the Store Directory. Search for your shop. If it isn't there, add it and a moderator will approve it.

2. Tap "Own this shop?"

Choose "Claim this shop". Tell us your name, your role, and how to reach you. We only use this to verify you and never show it publicly.

3. We check with you

A moderator contacts your shop to confirm. Then your listing gets a ✓ Verified badge. The first 50 shops get a ★ Founding Store badge instead.

4. Put up your sign

On the "Free sign & link" tab, print a counter sign and bag stuffers with your shop's name and QR code. You don't have to be verified to do this.

5. Add a short video (optional)

Once you're verified, open "Own this shop?" and tap "Add a video". Paste a link to a clip on YouTube, Vimeo, Instagram or TikTok. A moderator reviews it before it goes live, and it shows a ▶ Watch button on your listing.

6. Tell people

Put your link in your Instagram bio, your website and your newsletter. Use the website button on thevinylvine.com/stores.

thevinylvine.com/stores