

ESCAPE FROM AMAZON



A Four-Week Challenge
to Help Digital Underdogs
Slip Amazon's Leash Forever

WEEK 1

TAKE STOCK

Make a list of all the Amazon products and services you own/use.

A grid of 10 rows and 40 columns of small dots, intended for writing a list of Amazon products and services.

IDEAS TO GET YOU STARTED

- Amazon.com
- Audible
- Ring Doorbell
- Blink (home security)
- Whole Foods
- Kindle
- Alexa
- Prime Video
- Goodreads
- Amazon Affiliates
- Amazon Music
- Fire TV
- RXPass
- Zappos
- One Medical
- IMDb
- AWS
- Wondery

Check the [List of Amazon Mergers & Acquisitions](#) Wikipedia page for a full list.

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WEEK 1

CHALLENGES

What challenges are keeping you from leaving Amazon?

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WEEK 1

SOLUTIONS

What are some ideas for overcoming these challenges?

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WEEK 1

PLAN FOR WORST CASE

List your preferred hierarchy of businesses in case you absolutely can't find what you need from an ethical source. For example, your ranking might be Local chain supermarket>Dollar General>Target>Walmart> Amazon. This can be whatever makes sense for you.

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WEEK 2

PHYSICAL BOOKS

Where can you purchase/borrow books instead of Amazon? Check off each source as you review it.



Library



Local bookstore (some deliver!)



Little Free Libraries



Bookshop.org



Thriftbooks.com



Barnes & Noble /other chain bookstore



Buy Nothing group



Other: _____

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WEEK 2

EBOOKS

Where can you purchase/borrow ebooks instead of Amazon? Check off each source as you review it. Don't worry if the ebooks are not in Kindle format...we'll deal with that later.



Library



E-books.com



Wikibooks



Bookshop.org



Author/Publisher sites



Other _____



Smashwords.com



Project Gutenberg



Other _____

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WEEK 2

AUDIOBOOKS

Where can you purchase/borrow audiobooks instead of Amazon? Check off each source as you research it.

 Library

 Chirp

 Other _____

 Libro.fm

 Librivox

 Other _____

 Everand

 XigXag

 Other _____

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WEEK 3

KINDLE

Now that you've selected new sources for your ebooks, how will you read them without a Kindle? Check off each source as you research it.

 Kobo ereader

 Other _____

 BOOX ereader

 Other _____

 Ereader app on your phone, tablet, or laptop

 Other _____

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WEEK 3

ELECTRONICS

From your list in Week 1, write down all Amazon-owned *electronics, smart products, and services* in your home (or work, if you run your own business) ...and research alternatives. For example:



Alexa



Fire TV



Other _____



Ring Doorbell



Amazon Web Services



Other _____



Blink Security System



Echo Smart Speakers



Other _____

For each of these, ask yourself:

- Do I need this at all? Can I just get rid of it?
- Can I replace it with a non-Amazon product? If so, what will the challenges be and how can I overcome them?
- Could I find a less expensive alternative on Craigslist, eBay, Buy Nothing, Freecycle, etc.?
- If you can't get by without this, is there at least a way to minimize Amazon's data collection?

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WEEK 4

AMAZON SHOPPING

What product categories do you purchase most on Amazon and Amazon-owned retailers (besides books)? For example:

 Gifts	 Electronics/appliances	 Other _____
 Clothing	 Housewares/decor/linens	 Other _____
 Groceries	 Health/fitness	 Other _____
 Personal/beauty	 Toys/baby products	 Other _____

Consider where else you might get these products:

- At warehouse stores such as Costco.
- On marketplaces for handmade products like Uncommon Goods/Etsy.
- Buy Nothing, Freecycle, or neighborhood swaps.
- In local shops.
- Directly from the producers' websites.
- Yourself (handmade gifts, beauty products, etc.).
- Other: _____

Baby step: After you put items in your Amazon cart, wait 48 hours before hitting “order.” You might discover you don’t want them after all!

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WEEK 4

CLEAN UP

If there are any products/services you need that you can't seem to find outside Amazon or Amazon-owned sources, ask the group for suggestions!

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WEEK 4

BONUS POINTS

 Cancel Amazon Prime.

 Get a friend to de-Amazon too.

 Cancel your Amazon credit card.

 Start a local de-Amazon group.

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WHO'S a winner? YOU are!
(Yes you are!)

