

21st Century Ideas

For Small Business Owners To Actually Make A Profit!

Mayberry
Capitalists
Club

Vol. 01

The Awakening

Written by:

**Stacey Edge &
Russ Riendeau, Ph.D.**

FREE
E-DOWNLOAD
YOUR VERSION
TODAY!

Mayberry Capitalists Club *Series*

Vol. 01 The Awakening

★ COMING NEXT!! ★

Vol. 02 Reality Check:
Your Brand Wants Its' Identity Back



© 2015 by Stacey Edge © Russ Riendeau, Ph.D.

All rights reserved. No part of this publication may be reproduced, distributed or transmitted in any form, by any means (electronic, photocopying, recording, or otherwise) without the prior written permission of the publisher. Except in the case of brief quotations used in critical review and certain no commercial uses permitted by copyright laws. For permission requests contact MOMENTUM Creative Integration, LLC at (708) 502-3000, or email contactus@momentum-ci.com.

ISBN # 978-0-9654631-6-4

Produced in the United States of America.

Written by: Stacey Edge © Russ Riendeau, Ph.D.

Designed by: MOMENTUM Creative Integration • momentum-ci.com



Table of Contents



THE AWAKENING	2
BUSINESS 101 PHILOSOPHY	4
KNOW THY CUSTOMERS	6
LOCAL GOVERNMENT SUPPORT	9
ADDITIONAL SUPPORT RESOURCES	11
SET YOURSELF APART	12
GET NOTICED	13
TIPS TO GENERATE MORE REVENUE	19
SOCIAL MEDIA'S PROMISE	21
ABOUT THE AUTHORS	22

The Awakening

Merchants, retailers and small business owners survival odds in the first year are deplorable – less than 75% stay in business after 12 months. Today’s competitive marketplace and online competition demands that business owners develop more strategic marketing concepts; have significant courage and steadfast commitment to stay ahead of the curve to remain profitable and in business. **Mayberry Capitalists Club** is a small business owners series that talks very candidly and assertively about what you need to do to make a profit. If you’re willing to learn, commit, and implement new ways to market and attract customers in the new world at work, this book is for you.

- ARE YOU WORKING MORE HOURS AND MAKING LESS MONEY?
- IS YOUR STORE LACKING THE TRAFFIC IT NEEDS THROUGH THE DOOR FOR CASH FLOW?
- DID ANOTHER FRIEND DOWN THE STREET SHUTTER HIS STOREFRONT LAST MONTH?
- DID YOU THINK IT WAS GOING TO TAKE THIS LONG TO START SEEING CASH FLOW?
- DID YOU BORROW A LOT OF MONEY TO LAUNCH YOUR DREAM OF OWNING A BUSINESS?
- DO YOU FEEL YOU’VE TRIED NEARLY EVERYTHING TO GENERATE MORE TRAFFIC TO YOUR STORE?

Well, you’re not alone. And something’s got to change pretty fast to turn it around – and you know this, all too well.

Mayberry duped us. Yep, smoke and mirrors ... brainwashed. We got taken for a ride to believe “if you build it, they will come ... and they will buy.” Oh Andy, how could you do such a thing? We bought the emotion that small town living is “right for me,” and green acres thrive.

We loved the good ol’ days when technology meant climbing a telephone pole to take a call and “howlerin’” to get your kids in the house from the fishing hole. It was good back then: the simple way to earn a living as an entrepreneur on Main Street, Anytown, USA.

And, just like that, Mayberry folded their bogus, cardboard storefronts, turned off the lights and told us to turn our dials to view another fantasy show. What an awakening indeed!



Did You Know?

Entrepreneurs are those that would rather work 80 hours a week for themselves, compared to 40 hours for someone else.



Merchants & Small Retail Owners are those who work 120 hours a week.

The Awakening

FAST FORWARD 50 YEARS ...

Today's small business owners, retailers, merchants, etc. still strive and have to work very hard with making a living, while watching the reruns of this mystical, utopian place – Xanadu for retailer owners; this place called Mayberry. And they are unhappy, low on cash and wondering what went wrong. Merchants unite! It is time to wake up and sell the coffee!

If you own or manage a small business – retail, professional services, manufacturing; a representative of your local government, school system, park district or public works department, this book is for you. **Mayberry Capitalists Club** will give you ideas and insights on how to actually make money and become more mentally tough and savvy about how you view your business. **The Awakening** is the first support guide in a series for the small business owner to guide and assist those looking to not only survive but expand businesses in simple, achievable ways.

Privately held retail stores close faster than lemonade stands when the pool opens.

Why? Because the owners are not trained, not prepared and not good at marketing.

The proprietor rents a cute storefront on Main Street USA or a nice big window in a strip mall.

She fills it with nice stuff, tasty stuff; smelly good stuff and sits at the cash register to wait for the line to curve around all the way to the bank.

She sends out some emails, puts an ad in the paper, places a sandwich board on the sidewalk and donates samples to the booster clubs.

She goes home frustrated, bored, on the way to being broke, every night.

* Mayberry * Capitalists * Club *



Business 101 Philosophy

All too often, small business and franchise owners get caught up on the romance and “fun” of starting a small business. They dump \$1,000's of their own dollars in to make the establishment feel and look great, but use up their energy on the labor and then do little to sell and market their store. Result: Gone in 9 months. Out of cash and out of business. Sad. Very sad.

Mayberry Capitalists Club is a fast, do or die ideas guide to jump-start your reality of what it means to own and run a small business. It is what you need to be prepared to execute and thrive, not merely survive.

YOU'LL LEARN:

- ▶ HOW TO TAP INTO THE GOLD MINE WITHIN 800 YARDS OF YOUR STOREFRONT
- ▶ WHY FREE SAMPLES WILL GENERATE BIG BUCKS IN WAYS YOU DIDN'T THINK OF
- ▶ HOW TO USE DOWN TIME TO GENERATE MORE TRAFFIC IN YOUR STORE
- ▶ HOW TO CREATE INNOVATIVE MARKETING IDEAS USING ... THE WEATHER?!?
- ▶ LINKEDIN: YOUR EYES IN THE SKY TO FINDING CUSTOMERS AND SHARING CONTENT
- ▶ HOW TO CREATE ALLIANCES WITH OTHER BUSINESSES TO LEVERAGE MORE CUSTOMERS
- ▶ HOW TO TAP YOUR LOCAL GOVERNMENT FOR MORE HELP TO DRIVE TRAFFIC TO YOUR BUSINESS

Today's small merchant has to be on the street, on the phone, on the sidewalk and up and down stairs in the neighborhood to drive, pull and yank traffic into their store. In a fun way, of course.

THIS BOOK IS ALSO USEFUL FOR ...

Every business owner on the planet, city, town and village managers, administrators, city planners, mayors, park district leaders, chamber of commerce associations, business networking groups, Rotary members, sales and marketing professionals, business owners, educators, government representatives – anybody who has influence and contact with customers and local merchants in your community.

*Prioritize
Your Goals!*

Question:

As a business owner,
your number one
goal is what?

Answer:

To make a profit.



Business 101 Philosophy

THIS BOOK IS **DESIGNED FOR YOU TO ...**

- GET OFF YOUR REAR AND GET NEAR YOUR CUSTOMERS. LEARN WHAT THEY WANT AND NEED.
- SOLVE A PROBLEM THEY HAVE
- MAKE THEIR LIFE EASIER
- ANTICIPATE WHAT THEY NEED TODAY, THIS WEEKEND, NEXT YEAR
- STUDY THE BEHAVIOR OF THE MIDDLE CLASS AND THE WEALTHY
- NOTICE THE CAR THAT PULLS UP TO YOUR STORE. LEARN FROM IT, USE IT AND EXPLOIT THE LEARNING!
- AND DON'T KID YOURSELF THAT SOCIAL MEDIA WILL SAVE YOUR ASS. **IT WON'T.**

Mayberry was a genuine, fake, fun, homey, heart-on-the-sleeve town. I loved Mayberry. Millions of others did too. But it was fake, a sham. A manipulated, exploited view of the way retailers in small businesses live, act and survive. Boy, was I disappointed when I learned I couldn't go on vacation to visit Mayberry. What ... fake stores? No candy? No jail cell to walk in and out of anytime a person wants to? This ain't fair! I want to see it for myself.

In most small towns and cities, the majority of business comes from within closer range of the store – within 100 yards to 5 miles. The average customer comes there to buy goods and services because it is convenient, on the way home – a no-brainer, we'd say. Dry-cleaning, hardware store, hot dogs, coffee shop, etc.

Other merchants such as clothing stores, restaurants, specialty gifts, florists, CPA's, sporting goods, dance studios and the like get semi-regular traffic and the other business get some walk by revenue, but not as much as they thought they would.

For merchants that rely on large transactions to generate revenue, they need feet in the store, on the website, on the phone. Merchants with programs, classes, workshops, etc. – they need butts in seats of 10-20 at a time to be profitable in the classes and to sell their products as well.

Rent, Own or Stay at Home?

The rise and fall of small merchants in American towns and cities is a giant ebbing and flowing ecosystem of good-hearted, good-minded men and women desiring to succeed and be their own boss. Owning a small merchant shop, serving the community they live in or around can be a rewarding experience. **It can also be the fastest way to going broke.**

Know Thy Customers

The challenge is the majority of small business owners were not sales people in a prior life. They started the store or bought the franchise or store because they loved something about the product or service or town or the romance of the store. Love is powerful. A good sales professional is profitable. So the passionate owner tries to create a great, lovable store, but not enough people come to buy stuff. Why? No regular sales/marketing/promotional plans get going. Why? Because the owner is busy opening, cleaning, ordering, worrying about the store. She can't leave the store to sell or do marketing because she can't afford to pay for help because sales are down. You know the end of the story, don't you? Newspapers on the windows and old flyers at the doorstep. Sad, very sad.

But it doesn't have to end this way. There is a better way! That way is delivering the message more proactively than you ever imagined. You and your staff have to get into the neighborhoods, into local businesses, schools, hospitals and preach the gospel of your business! Amen, Hallelujah!

EXPECTATIONS SET THE TONE OF YOUR BUSINESS:

- ▶ IF YOU THINK SOCIAL MEDIA WILL BE YOUR MARKETING TOOL TO PROFITS, YOU'LL BE DISAPPOINTED.
- ▶ IF YOU THINK THE HOMECOMING PARADE AND CHRISTMAS WILL MAKE UP FOR LOST SUMMER REVENUE, YOU'LL GO BROKE.
- ▶ IF YOU THINK YOUR CORNER STORE WILL GET WALK-INS BY THE DROVES, YOU'LL BE LONELY.
- ▶ IF YOU THINK YOU'LL HAVE FREE TIME, YOU WILL ... IF YOU DON'T WORK NOW TO MAKE YOUR BUSINESS THRIVE.
- ▶ IF YOU THINK YOUR FRANCHISOR WILL HELP YOU SUCCEED, YOU'LL BE WAITING A LONG TIME.
- ▶ IF YOU'VE LEFT CORPORATE AMERICA AND STARTED A RETAIL BUSINESS, YOU'LL WONDER IF CORPORATE AMERICA WAS EASIER. AND IT WAS.

As a side note:

Mayberry is a fictional town used in a famous American T.V. sitcom.

The Andy Griffith Show
1960-1968

I hope you know I'm having some fun here with the Mayberry reference as a convenient metaphor. It was a great show and we are all intelligent to know it was a television show with great heart, genuine humor and demonstrating hard work and compassion by all the characters.

Know Thy Customers

YOU MUST LEARN TO SPOT YOUR TARGET CUSTOMERS. What they eat, drink, buy, drive and rent. Where they vacation, what their incomes are, what they do for fun, what their kids do for fun. What is important to them? To the man or the women of the house? Do they have a dog or a cat or a horse or a goat or a pig? Do they have a butler, nanny, au pare? Do they have a tennis court, a golf cart, a buggy, a sports car, a motorcycle, a go-cart or a bicycle? Do they shave every day? Do they golf, play tennis, fly an airplane, do they own a plane? Do they have a boat, a goat or a moat? Do they drive to work, take a train, a plane, a limo? Do they work from home? Do they own a home, rent a home, live on a boat?

YOU HAVE TO CONNECT and find out what they will be needing and wanting that you can provide. You can predict and even steer your customers to buy what you want them to buy by offering them a easy way to make their life simpler and more rewarding. You can find ways to allow them to not have to remember to do something, order something, check something or send something. You can do it for them. How? Let's explore that idea right now.

As we get into these businesses down the list, consider for a moment how you can take an idea from another merchant and transform and shape it into your business. Think about how you can ride the wave of customer interest, match up products and needs and leverage your customers.

ONE IDEA CAN TRANSFORM INTO 1,000 IDEAS.

There's a certain business in my town that has millions of commuters driving by their travel agency every year. The sign on the back door, facing the train tracks is dinky, has washed out paint and the door looks like it is the back door to a prison. Imagine the calls they could get with a fresh sign and ask the question: Do you need a vacation? Don't know why they haven't put a fresh sign up. **THE STOREFRONT BRANDING IS YOUR FIRST IMPRESSION.**

Another merchant a few miles away has a fancy sign on their flower shop that faces the wrong side when cars can't see the sign. They could move it but haven't. **LOCATION CAN BE EVERYTHING.**

The sandwich board sign for the local deli always blows over into the street and gets run over or stolen but they keep trying to put them out with no success. I wonder who has caught sight of their sign yet? **BE AWARE OF WHAT AND HOW YOU ARE MARKETING YOUR BUSINESS.** If you project that you don't care, who else will?

Remember:

Retail is tough. It can be profitable. But you have to be resilient. You have to be determined.



Know Thy Customers

If I'm the local sign shop company owner, I'd be on my fellow merchants door step with data proving the power of color, cleanliness and words to bring in more customers. Then I would provide stats on the number of potential customers they are missing who pass by their front door.

KNOWLEDGE AND RESEARCH ARE KEY SELLING TOOLS.

If I'm the hardware store in town, I'd have a sign along the street saying, "Call and we'll have what you need in a box when you are driving home from the train." I'd offer a delivery service for the train commuters that get in their cars after the store closes and use a mobile app for placing orders ahead of time. **CONVENIENCE CAN WIN CONSISTENT CUSTOMERS.**

Local pizza shops near a train hub should have their pizza truck at the train station at 5:35 P.M. for moms and dads to grab a pie-to-go and be a hero at home with the family! Perhaps pay to have the phone number on the Zamboni at the local ice rink so mom and dad remember to feed the kids.

STAY FRONT-OF-MIND WITH THOSE THAT MAY NEED YOU MOST.

CUSTOMER
SERVICE
REPRESENTS THE
**HEART OF
A BRAND**

IN THE
HEARTS
OF ITS
CUSTOMERS.

- Kate Nasser -

WHAT'S YOUR SIGN?

- CAN I READ YOUR SIGN DRIVING BY AT 30MPH IN BUSY TRAFFIC?
- WILL I KNOW WHAT YOUR STORE IS SELLING OR SERVING?
- IS THE STYLE OF THE SIGN TOO BUSY THAT I CAN'T READ IT FAST?
- ARE THE COLORS DULL, WASHED OUT OR NO COLOR?
- IS IT TOO SMALL, TOO LOW, TOO HIGH TO READ?
- IS IT FACING THE WRONG WAY?
- DOES IT HAVE THE RIGHT MESSAGE?



Are you
**losing
potential
customers**
at your first
point of
contact?

Local Government Support

Every town, city and hamlet in America today is under pressure to help grow revenue for the city taxes, local businesses, libraries, schools, etc. Economic development and building strong/profitable infrastructures is critical to holding property values, increasing the population and attracting the right kind of businesses to the community.

That said, the local government officials need to be aware of the challenges small business have to generate revenue to earn a living. Business owners, too, need to reach out to the officials and speak to the needs and expectations the businesses have to help meet these revenue goals.

SOME QUESTIONS THAT CONSTANTLY NEED ASKING:

- ▶ WHAT IS OUR CITY DOING TO PROMOTE AND ATTRACT CUSTOMERS AND NEW BUSINESSES?
- ▶ ARE WE MARKETING OUR REAL VALUES AS A COMMUNITY?
- ▶ WHAT IS OUR REPUTATION COMPARED TO NEARBY COMMUNITIES?
- ▶ WHAT CAN WE COPY, LEARN FROM, STEAL, BORROW, RENT FROM THESE TOWNS TO HELP OUR CAUSE?
- ▶ WHAT CAN OUR LOCAL CHAMBER OF COMMERCE DO TO HELP EDUCATE AND MARKET OUR MERCHANTS?
- ▶ WHAT PROGRAMS, EVENTS OR CAMPAIGNS CAN WE ADD TO DRIVE TRAFFIC TO OUR DOORS?
- ▶ ARE THE BUSINESSES THE RIGHT BUSINESSES TO THRIVE IN OUR COMMUNITY?
- ▶ WHAT KIND OF ADDITIONAL BUSINESSES WOULD ACT AS A PEOPLE MAGNET?
- ▶ ARE OUR EXPECTATIONS REALISTIC FOR OUR LOCAL GOVERNMENT TO DELIVER ON CERTAIN PROMISES OR CONDITIONS BEYOND THEIR CONTROL OR SKILLS?

As both a taxpayer and a business owner, you have more power and leverage than you may think in regards to getting assistance from your government. Strength in numbers, as well, if you can rally your fellow merchants to fight for a good cause: **profitability!**

Did You Know?

A Few Ways A Small Business Can Gain Government Support:

From the Office of
Management & Budget, USA

- Access to Credit
- Apply for Grants
- Reduce or
Cut Taxes
- Availability of
'Patient' Capital
- Obtain 'Early-Stage'
Financing
- Assist Employer
Pension Start-Up
Programs
- Health Insurance
Credits for Employees

Local Government Support

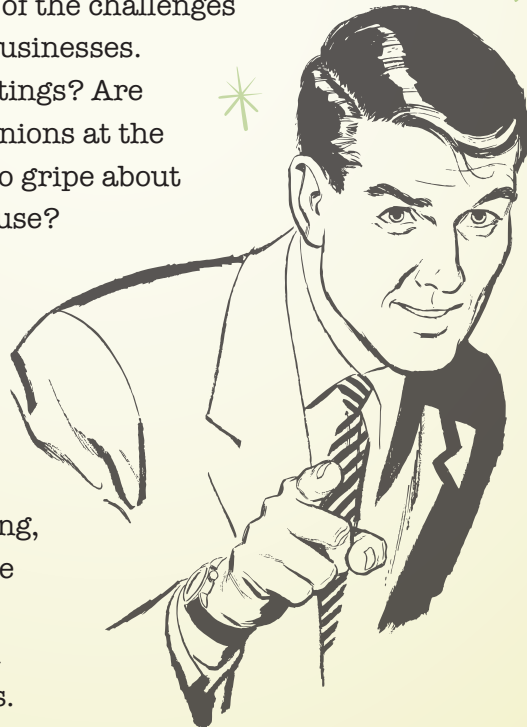
OTHER BUSINESS ASSOCIATIONS TO OFFER LOCAL SUPPORT

Consider for a moment, other groups that work within the framework of a community and look to your local support for assistance, such as:

- THE CHAMBER OF COMMERCE
- ROTARY CLUB
- KIWANIS
- THE PUBLIC LIBRARY
- MERCHANTS CLUBS AND PUBLIC INTEREST GROUPS
- HOMEOWNERS ASSOCIATIONS
- ALDERMAN OR CITY COUNCIL OFFICES
- YOUTH SPORTS CLUBS AND ASSOCIATIONS
- WORKSHOPS AT LOCAL COLLEGES, PARK DISTRICTS, ETC.
- CHICAGO SMALL BUSINESS CENTER
- CHICAGO MICRO-LENDING PROGRAMS

All of these groups know or are retailers/small business owners in the community and have an understanding of the challenges in generating revenue for their respective businesses. Or do they? Do you attend any of these meetings? Are you a member? Do you voice your ideas/opinions at the meeting? Or do you go, listen and go home to gripe about “nothing changes in this town!” to your spouse?

Research and anecdotal evidence suggests all too often these type of groups are not as sophisticated in the way they think and work on strategic plans to grow traffic to stores. The businesses, given the location, are often too fixated with simpler ideas around parking, lighting, sidewalk sales and tent sales. These are good ideas, but we can do better than setting up “activities and advertising” them with flyers, lighted signs and Facebook likes.



As a side note:

Small
Businesses
nationwide
have created
63% of net
new jobs
since 1995.

More than
540,000 new
businesses are
being started
each month yet
unfortunately,
the number
shutting down
surpasses the
start ups.

Additional Support Resources

- ★ **THE CHAMBER OF COMMERCE** can bring in speakers on topic related to the psychology of buying in a post-recession market; speakers on how to write for publication to be seen as an expert; host an event in a wacky place to attract attention (like in a train car to the city), at the Harley Davidson store, in an airplane parked on the ground, at the police station, etc. Be different and attract a fresh crowd by the way you are looking at a scenario.
- ★ **HOMEOWNERS ASSOCIATIONS** can send an email blast to all their homeowners to share business tips, sales, new ideas on marketing and even coupons or free stuff offers to get the community more together and spending cash. Or allow vendors one or two days a month to advertise in the neighborhood to share their products or services.
- ★ **THE PUBLIC LIBRARY:** If your local library has a business librarian that is dedicated to working in the community to share what the library has to offer, what is the best way to market these services? Reach out to the human resource manager of every business within 5 miles of the library and show and share the plethora of free services available. Free eBooks, audiobooks, educational workshops, online courses for their employees that are FREE and that can earn the patron a certificate in a field of interest related to their business, career aspirations or help the business owner retain employees. Reach out to business owners to share these ideas and insights. How about hosting a event at the library with a business speaker on a topic that is current and needed to help grow businesses?
- ★ **YOUTH SPORTS PROGRAMS** have a chance to reach 1,000's of adults to share ideas, marketing tips and piggybacking on the other flyers, web links, fundraisers, sponsorships, etc. Selling a book of coupons for 20 bucks to support local merchants is not as strong of a fundraiser in today's cellphone world.

Continue to ask the question of “what is it that my customers really want, really need or really need to know, that I can help them with?” Keep asking this question and you'll get closer and closer to hitting the target and generating more sales.

Remember:

Small business
isn't for the
faint of heart.
It's for the
brave, the
patient and
the persistent.
It's for the
overcomer.

- Unknown -



Set Yourself Apart

MORE THINGS TO DO TO SET YOURSELF APART & GAIN YOUR CUSTOMER'S ATTENTION:

- ★ **WRITE A BOOK.** A short, simple eBook on a topic related to your business. Or maybe not. Maybe a fun book of stories on your hobby or something else. Authors get exposure and are seen as experts in their field.
- ★ **WRITE ARTICLES OR STORIES** for the local papers, magazines, newsletters, associations. The more your name is out there, more people will come to your store.
- ★ **HAVE VIDEO** on your website! People want to see action, people having fun, eating drinking, swimming, etc. Video sells and is the first thing people click to. Show customers why people love your store or services.
- ★ **BRIGHT LIGHTS.** Make sure your lights are on, timers set properly and keep the windows clean.
- ★ **REACH OUT** to the community and knock on doors and introduce yourself.
- ★ **WEAR A NAME TAG** and all your employees as well. I want to know who I am talking with.
- ★ **GET THEIR EMAIL ADDRESS** before they leave the store.
- ★ **HAVE SOMETHING TO GIVE** to their child, dog, or cat: candy, dog bones, coloring book – something to anchor that experience with the pet or child as a reminder.
- ★ **OFFER INCENTIVES** to your employees for bringing new customers to the store.
- ★ **HAVE A PARTY!** Invite a speaker to talk on a fun, important topic.
- ★ **CALL THE NEWSPAPER** and tell them your story and they'll write a story about you. It's better and less expensive than buying an ad in the paper or magazine.
- ★ **READ, STUDY & STEAL** the best ideas from other merchants in other kinds of stores. What can you switch, shift, redo that will work in your store?
- ★ **HAVE FREE COFFEE OR WATER** for customers. Make them want to come in and visit.
- ★ **PARTNER** with your fellow merchants. Sell your donuts to the coffee shop. Sell their coffee at your donut shop.
- ★ **STUDY, STUDY, STUDY** your customer needs and fill that need.



*Don't approach
business blindfolded.
Have a plan!*

**YOU
TAKE ON**
THE RESPONSIBILITY
FOR MAKING YOUR
DREAM A REALITY.

- Les Brown -

Get Noticed!

DO YOU OWN OR MANAGE ONE OF THESE KIND OF BUSINESSES?

Here's a list of some typical businesses that you and I see everyday in our communities. The ideas and questions posed in this section will no doubt apply to 100's of other businesses, given the same objective and goals of generating more traffic to the store, to the website and money in the register.

Keep an open mind to the ideas and observations in this section. Don't get defensive if you read of programs that you tried but didn't get results, or that they cost too much to implement or "Easy for you to say, you don't run a store like mine." Let go of any judgment and simply examine these ideas with a new perspective so that you may be open to their potential.

Remember the stats about how much of your critical revenue comes from traffic that is close by your store. If you don't have the time or energy to do much of the face-to-face canvassing and being out in the community, no social media campaign or single story in the newspaper will save your business. You and I have to be willing to work hard and smart for a while so customers to know us, buy from us, share our story and keep coming back for the experience, as well as the great product or services.

HERE'S THE PARTIAL LIST:

Athletic Wear & Shoes: Do you offer classes, let me know about new products? Do you give me samples of energy bars? Do you drop off coupons at my office door? Did you sponsor a race or some event in town? Are your prices competitive with the big box retailers? Do you know your stuff about running?

Auto Repair: Do you work on cars like mine? How can I trust you? Will you pick me up and take me home? Do you wash my car before I come and get it? Is the car interior clean? Did you get it done when you said you would?

Bakery: Did you drop samples off at the village hall, the public works department, police department and fire station? How about the school principals and the pastor of the church or the head rabbi? Did you send some treats to the shelter, the funeral at the local parlor or pass cookies out at the parade? No? Too bad, you missed a great chance. Did you meet the librarians and the director of the library? They do 5 programs a month and need treats!

IDEAS
CAN BE
LIFE
CHANGING.

SOMETIMES ALL
YOU NEED TO OPEN
THE DOOR IS JUST
1 MORE GOOD IDEA.

- Jim Rohn -



Get Noticed!

Bank: Do you wave the ticky-tack fees for local customers? Did you stop chaining the pens to the desk and give them away? Do you play some nice music in the lobby or is it silent as a funeral parlor? Do you send information to families to help kids save money? How about the return of a piggy bank?

Bar: Do you have a taxi service lined up? Uber-friendly, are you? Are you connected to the big events in town and offering to host events?

Candy: Did you bring samples to the maternity ward, the day-care center or the librarians? Do you visit the high school and middle schools? Do you write stories for the paper on the origins of favorite candies and offer sales on these goodies? Do you offer branding options for corporations looking to use their logo on your goodies?

Clothing Store: If your prices are higher than the mall prices, am I getting something special in the experience? Are the clothes better quality or unique? Do you call me when new stuff comes in? Do you deliver? Will you pick me up and take me home? Will you get my mother and bring her in and back home?

Coffee Shop: Do you have free pens and paper for me at the counter for meetings and brainstorming with my friends? Do you call my office at 3 P.M. and suggest I need a coffee break and then deliver my coffee and cookie to my office? Why not, I'm right next door. Do you have your workers introduce themselves to neighboring businesses when it's slow and take orders, give coupons, mention specials? Do you have speakers come and talk about fun things to dream about and do at coffee shops? Is the place cozy, well-lit and comfortable to sit in chairs that are clean? Is the coffee and tea good quality and hot? Is it tasty? Do your staff know me and my favorite drink?

Construction Services: Do you have a cool office and neat stuff? Did you take your shoes off when you came in my house? Did your workers? I had a carpet delivery guy track mud in the house carrying in new carpet. 'Whoa whoa, what are you doing? Pay attention, man!' I called the owner and told him he's not going to get any referrals from me if his delivery guys are not smart enough and respectful enough to track mud into my nice house. He agreed and fixed the problem with his staff.



Have You Tried?

Small Business Tips to Get Noticed:

- Create a blog.
- Create a group in your community.
- Give-away items with your logo on it.
- Consider mobile marketing campaigns or even mobile application options.
- Host an event & invite speakers to participate.
- Give referral incentives to employees or customers.
- Post videos and photos of your business or services. Be visual.
- Partner up with other businesses that provide a benefit to your target customer base.



Get Noticed!

Crafts & Gifts: People like crafting because it's inexpensive, fun, safe, relaxing and easy to get started. Are you showing people these reasons? Do you show them it's fun to have a wine and cheese party with crafting events? Do you show them more ideas? How to use the crafts they make in different ways in their jobs? To give to customers or coworkers in their lives? What if they take the train to work? Do you have a train kit of crafting projects they can do during their commute? Can you mail them a monthly supply automatically? Get them on a list.

Currency Exchange: Have you painted the place in the last 40 years? Is the carpet dead? Are all the plants dead? Is the place depressing and dirty? Are you friendly to me behind the thick glass? Did you smile? Did you offer help? Were you open after work hours?

Day-care: Are my kids safe here? Do I trust your team? Is it clean, neat and well-lit? Can I get to your place easily? Do you have good training? Do you have all the right info to reach me?

Dry-cleaning: Do you pick up at their home? Do you have a clean store that suggests you're taking care of my precious clothes? One of my old cleaners tossed my stuff in sack and I was worried they were not being handled with care, so I took my business elsewhere. Is your store neat and have clean windows? If it looks unkept, I won't trust you to clean and press my shirts. And I won't pay the extra price. Do you give out tips booklets for what to do if I spill wine on a dress or jacket? Help me!

Florist: Will you send flowers to my mother every month without me having to remember? Will you remind me of special events I need to send a gift to someone? Will you call me to make a suggestion like, 'You haven't sent your wife flowers in 3 months. You better!' Do you have ideas for me to do the right thing? Do you deliver at the day and time I request? Make me look good and make my friends or family feel special.

Food Products: Do you give away samples? Do you walk around your neighborhood and introduce yourself with samples, coupons and stories of how others like your products? Are you a fun person to talk to? Are you a boring dud? If so, send someone else to talk to prospective customers. Give them a fun reason to come to your store.

BEHIND EVERY SMALL BUSINESS,

THERE'S A STORY
WORTH KNOWING. ALL
THE CORNER SHOPS IN
OUR TOWNS AND CITIES,
THE RESTAURANTS,
CLEANERS, GYMS, HAIR
SALONS, HARDWARE
STORES – THESE DIDN'T
COME OUT OF NOWHERE.

- Paul Ryan -

Get Noticed!

Gas Station: Is the price reasonable? Do you have a car wash? Is it well-lit? Safe? Is the clock on the building the right time all the time? Can I trust it? Is it easy to get in and get on the road again? Do you have good coffee in the morning? Are you open early enough? Does your air hose work all the time? Is it clean when I get out of my car? When it's cold do you have a comfortable sitting room for me to wait in with FREE wi-fi while I wait? Do you help the pregnant mother pump her gas and check the windows to be sure their clean?

Grocery Store: Is the fruit fresh? Are your prices fair? Is your place clean, neat, good lighting and are the carts easy to push? Do you help me load my groceries? Is the parking lot smooth, clean and safe?

Hot Dog Stand: Do you hire local kids? Do you sponsor events? Are you a great place to go and hang out? Can I trust my kids are getting good food? Do you relate to the customers? Do you know my name? Do you cater events, send food samples to the principal, police chief and fire chief? Did you drop a sample at my office? Why not?

House Cleaning Services: Can I trust your cleaning crew? Will they do a better job than I could do? What will they do that will impress me, my spouse, my friends, when they visit my home? Do you have good referrals? What kind of equipment and supplies do you use? Are they good quality, safe and will they work on my property? Who is the supervisor and what happens at my house?

Insurance Company: Do you know my family's needs? Have you driven by my house, seen my cars? Do you know if I'm in good health? Did you ask the right questions to engage my trust?

Lawyer: Did you send out something about the new laws, what to watch for, what if I was in an accident or something dangerous or suspicious? Can I trust you to keep a secret?

Massage Therapy: Do you send emails to remind customers of a once a month treatment? Do you write articles on health issues and send them to the paper? Do you offer free back rubs at the high school football game for parents to show your skills? Do you give couples classes on massage at home for fun?



THERE'S NO SHORTAGE

OF REMARKABLE IDEAS,
WHAT'S MISSING IS THE WILL
TO EXECUTE THEM.

- Seth Godin -

Get Noticed!

Medical Practice: Do you know the people in town? Are you trustworthy? Do you look the part of a doctor that cares? Do you teach people how to stay well? Do you talk about me being overweight and to get on a program now? Are you too nice to me to address serious changes I need to make? Do you make me wait 40 minutes in a closet to see you? Why do you do this?

Music Store & Lessons: Do you have fun instructors that encourage kids, not scold them to play? Do you rent good instruments to practice? Can I see your sign from the street? Do you call to remind my kids about lessons tomorrow? Do you teach fun music?

Optometrist: Did you send me something funny about vision challenges? Did you remind me about my exam coming up? Send me a postcard? Birthday card? Thanks for the referral and enjoy a complimentary Gift Certificate for coffee, gas, fast food? Did you teach me something interesting?

Pet Store & Grooming: Do you call to see how my pooch is doing? Does she need a haircut? Did you offer to come and get my cat and keep him for a day ... or a year? Did you remind me about shots, ticks, collars, licenses, etc.?

Printing Company: Do I donate some of my printing services for a good cause to get business leads? Do I offer a discount or FREE delivery if I can put my company name at the bottom of the brochure or flyer? Do I call and visit every customer within 5 miles and give them a free note pad and some candy? It works! Do I fix their grammar?

Real Estate Shop: Do you still hand out paper calendars that people throw away? Do you engage me with good information about values and not BS about how many homes you sold last month? Do you call me back? Do you tell me the straight facts about what my house needs to sell for a good price? Do you represent my interests fairly?

Resale Store: Is the store clean? Does it smell like old things and old people? Is it well-lit and upbeat? Are the prices easy to see? Do you call me when you see something I would like? Do you give away things to people in need? Do you send out newsletters to teach people the value of things?

*Prioritize
Your Goals!*

Question:

As a business owner,
your number one
goal is what?

Answer:

To make a profit.

AN
OUNCE OF
ACTION
IS WORTH A TON
OF THEORY.

- Ralph Waldo Emerson -

Get Noticed!

Restaurant: Did you stop by all your neighboring businesses with a card and a coupon for dinner with the owner? Did you remind them to book their holiday party? Did you offer to host their spouses birthday party, or dinner with friends to celebrate something? Does your menu show all the gluten-free, dairy-free meals?

Salon: Why don't you call me to say, "It's been 4 weeks, get your butt in here for a haircut! You look gruffy!" Remind me of these things, I'm lazy, I forget, I am busy. I will come and get my hair cut, believe me. Do you call and suggest I give my significant other a gift certificate for a facial or massage? I'll do it, I forget about these things.

Small Marketing Services Firm: Do you ask the right questions to your customers or prospects? Do you ask what their tension point is? Where it hurts? Why they spent so much time and money the last time and it didn't work? Did you put a video on your website with ideas and questions to help? Did you write a tips piece for the newspaper or speak at the local chamber meeting? Did you mail 300 candy bars with your company name on the bar and call them to offer to bring more personally? No? Why not? Have you read any books on sales skills? Did you meet with someone that can mentor you on the skills you are missing or are not fully developed?

Specialty-Cake Bakery: Did you call and congratulate the engaged wedding couple in the newspaper and offer to make their wedding cake? Treats for the engagement party, mom's 75th birthday, dad's getting out of prison cake with a saw inside? Why not?

Tax services/CPA: Did you sent out a tips booklet, a organizer to help me keep my tax stuff in order? Did you tell me about the new rules? Did you do a talk at the Chamber event or a local networking meeting?

Wine store: Give me a call and tell me a story about a great wine. I forget to order, I'm open to ideas. Offer a free tasting and I'll bring my friends. Call me, deliver it to my house. Tease me with some cheese samples or a gift box.

Pssttt ...

What did we miss?

What ideas did we miss in this section that you thought of? Did you write them down? Did you call someone to get another opinion? Did you Google the idea and see what else is out there? Did you see ideas that you'd not tried before that could work?

TIPS TO GENERATE MORE REVENUE

per day – starting tomorrow

- ★ If I was the **local travel agent**, I'd visit every one of my neighboring merchants and give them a shiny Italian coin and a coupon to take a trip to Italy! Or Greece or New York City! 'I need a vacation – thanks for reminding me!'
- ★ If I'm opening up a **fancy cupcake store** or **bakery shop, custom coffees, juices** or **women's clothing**, I need to determine exactly how many cupcakes need to fly out of my oven per day, per week per month, to pay my bills and make a profit. Who is going to buy these 1,000's of cupcakes or glasses of soy grass juice? How far will they be willing to drive to eat and drink my products? How many blouses can one woman own to keep my storefront lit and open? What is the population of my town and through traffic? How many can fit in the parking lot at one time? Can they get to me? Can they cross the street? Make the turn? The majority of new business owners never make the spreadsheet calculations in a way that scares the hell out of them enough to really make a good decision.
- ★ Another reason small businesses fail is because of **poor financial advice**. Because the investment to open a store is less money than starting a factory or a pro football team, for example, the bankers and investment advisors are not involved. Your banker loans you some money on your mortgage, but you don't have to prove your business plan is sound and researched, so you get the cash and off you go.
- ★ If every small business plan was evaluated by **a professional banker that loans money for a living**, the majority of small businesses would **(A)** not get funded because the business plan has more flaws than a fake diamond, and **(B)** the amount of re-doing the plan and justifying the value would overwhelm and discourage the borrower enough to forgo the idea. And this wouldn't be a bad thing either. Millions of dollars and homes would be saved from the repo man.
- ★ If I own or run any business on the planet, I'm connecting with **groups and people on LinkedIn!** This is the most powerful, robust platform for business professionals to learn who is where, what trends are happening, what people want/need/care about, etc. It's not Facebook, so don't even think this way. LinkedIn deserves hours a week of investment in your time to learn what it can do for you.

GOT IDEAS?

Write them down.

TIPS TO GENERATE MORE REVENUE

per day – starting tomorrow

- ★ If I were the **local coffee shop owner**, I'd have a person from behind the counter drop by to offer me a \$2 cup of coffee at 3 P.M. as I'm sitting in my office writing. I'd buy it, but too busy or lazy to walk 30 yards to get it. Make my day, I want coffee.
- ★ I'd **sell newspapers** to people coming in the parking lot to ride the train.
- ★ **Flower shop owners** should make small, sample arrangements for local (mid- to large-sized) businesses to market their flowers for all kinds of office occasions like birthdays, showers, retirements, events, etc. Push the quality and location with prompt delivery every time!! The cost of using an array of flowers from your stock will be offset with the addition of new, consistent clientele that see the benefit in your services.
- ★ My car is dirty and if there was a guy with a **mobile car wash service**, there's 20 cars a day that are dirty as mine and for \$8 bucks, I'll pay the price and a tip too.
- ★ **Pet food stores** with a stellar line of pet products for food, treats, toys, apparel, etc., should connect with local animal rescues to coordinate adoption events to draw in the community. Most times a rescue will advertise and pull their own potential adopters in which will more than likely end up purchasing your products.
- ★ If I'm the **movie theater**, I'd have the dude behind the counter take popcorn and deliver some small bags to the local merchants to remind them to come and enjoy the show. Give them a few free tickets as a gift or to use as an incentive for their customers to go. Help me help my customers and I'm more loyal to your business. See how it works? Easy, right?
- ★ If I were the **restaurant owner**, I'd stop by the office building next door and remind my friends that smoked salmon with bacon glaze and green beans is to die for – and is the special tonight. The wine is excellent, too.
- ★ The local political elections happened in our town recently and the candidates for Governor were **out shaking hands**, talking to 1,000's of people for months to get one, single vote! And the politician that a lot of people said they didn't like, actually won! Did you and your staff knock on doors and shake hands with 1,000's? How many people did you go out to meet and tell your story after the doors were opened? Research says it was less than 50 hands. Hmmm?

GOT IDEAS?

Write them down.

Social Media's Promise

Social Media is here to stay and it is a good thing. It has value, it saves time, it saves people money and time, it saves plane tickets and printing pictures and it keeps us in contact with friends and family that live far away.

CAN YOU ANSWER THESE QUESTIONS CANDIDLY?

- WILL IT BRING YOU CUSTOMERS?
- WILL IT DRIVE REVENUE?
- DO YOU KNOW HOW IT WORKS?
- DO YOU CARE?

Retail sales still revolve around referrals, friends, repeat customers, coupons and special sales. And the biggest factors: location and traffic numbers. Not enough people driving, walking, running, flying by your store – that they can't see very good – will not be good for business. Advertising online and in the local papers and magazines is iffy most of the time, unless a drip marketing plan is implemented, meaning a constant dose of your name in the papers to keep awareness high. Running an ad one month is a waste of money in most cases and that money could have been better spent on a marketing calls campaign or buying a brighter sign. It still takes constant contact of calls, faces, shaking hands, phone calls and reminders to customers to come out to the store.

Our intention of this book is to be very direct, even blunt, with you, as it relates to the real needs you have with managing and making a go of a retail store. It's hard work and this book is designed to get you either very motivated to take it to the next level, re-motivate the team or re-evaluate your goals and vision of what this business is or means to you.

I hope you've taken away some compelling ideas from this book and wish you the best in your business. I, like you, have owned my own business for a long time. It is rewarding and also exhausting. Jim Rohn told me, "Don't wish things were different – wish you were better." And, as my friend Tim T. reminds me, "It is the life I choose and I must live with my choice. I can blame no others should I stay."

All the best!

Real Cheap - Almost Free

Research and anecdotal evidence suggests that, when it comes to retail sales, social media marketing is not always the most dependable and predictable method to market. It's cheap. Real cheap – almost free! But that's why it doesn't work very well, right?

IT IS
THE LIFE
I CHOOSE

& I MUST LIVE WITH
MY CHOICE. I CAN
BLAME NO OTHERS
SHOULD I STAY.

- Tim T. -

About the Authors

Stacey Edge is a creative professional and owner of MOMENTUM Creative Integration, an innovative firm that offers strategic design solutions for clients looking to market their products or services in fresh new ways. Stacey works with companies seeking to become more visually connected to their customers through the development of an impactful brand identity implemented across multiple channels. Take the first step toward reinvigorating your business today. **Connect with Stacey at Stacey@momentum-ci.com or call (708) 502-3000.**

Russ Riendeau, Ph.D. is an entrepreneur, author of 8 books and speaker on effective sales and marketing programs for business. Russ has delivered many TEDx Talks and the former co-host to The Business Doctor radio show on Air America Radio. He's been adjunct faculty at Northwestern University and his ideas and writings have appeared in 1,000's of media outlets over the past 25-years. In 2014, Russ's East Wing Search Group was acquired by Jobplex, A DHR International Company and one of the top five largest global search firms, where he is an executive vice president. **You can reach Russ at RRiendeau@jobplex.com or call (847) 363-9789.**

Stacey Edge

momentum-ci.com

Stacey@momentum-ci.com

[linkedin.com/in/](https://www.linkedin.com/in/momentumcreativeintegration)

[momentumcreativeintegration](https://www.linkedin.com/in/momentumcreativeintegration)

(708) 502-3000

Russ Riendeau, Ph.D.

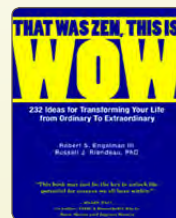
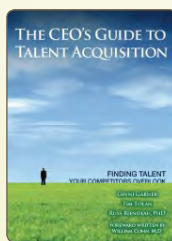
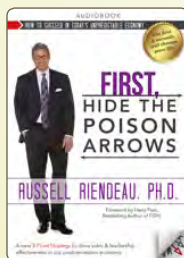
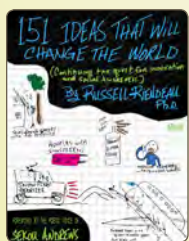
RRiendeau@jobplex.com

[linkedin.com/in/russriendeau](https://www.linkedin.com/in/russriendeau)

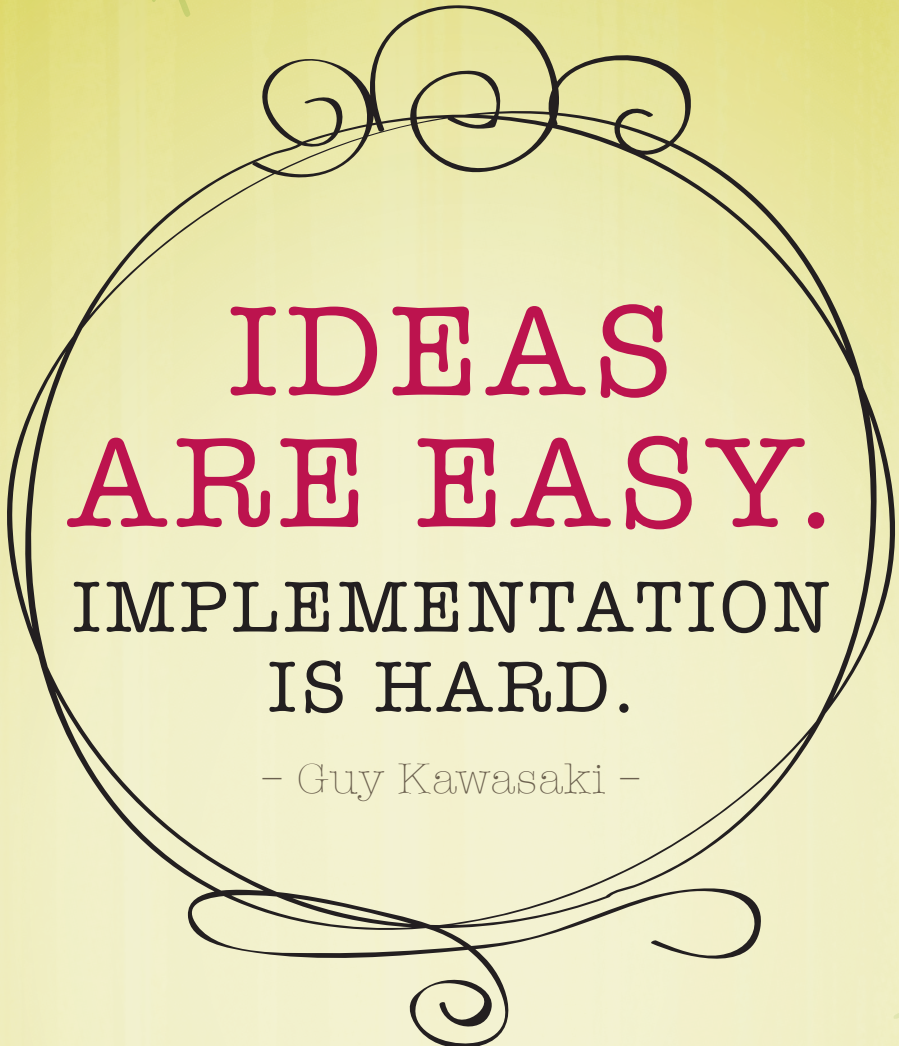
(847) 363-9789

ADDITIONAL BOOKS TO READ BY RUSS

KNOWLEDGE IS POWER – DISCOVER YOURS.



MORE BOOKS
OR MUSIC AT
RussRiendeau.com



**IDEAS
ARE EASY.
IMPLEMENTATION
IS HARD.**

- Guy Kawasaki -



Mayberry Capitalists Club Series:

Vol. 01 The Awakening

★ COMING NEXT!! ★

Vol. 02 Reality Check:
Your Brand Wants Its' Identity Back

21st Century Ideas

What **YOU** Need to Make a Profit

- ARE YOU WORKING MORE HOURS AND MAKING LESS MONEY?
- WHAT WAYS ARE YOU SETTING YOURSELF APART FROM THE COMPETITION?
- IS YOUR STORE LACKING THE TRAFFIC IT NEEDS THROUGH THE DOOR FOR CASH FLOW?
- ARE YOU DEPENDING ON SOCIAL MEDIA TO MAKE YOUR DREAMS COMES TRUE?
- **HOW ARE YOU GETTING YOURSELF NOTICED?!?!**

Are you willing to learn, commit, and implement fresh ways to market & attract customers, this book is for you.



Stacey Edge, an experienced creative professional and owner of MOMENTUM Creative Integration. Supporting those ready to transition toward a direct path to brand success with real-time marketing solutions. A creative weaver of words, graphic design expertise and strategies for business owners looking to capture a fresh brand buzz to stay ahead of the competition.



Russ Riendeau, Ph.D., is a behavioral scientist and executive recruiter with Jobplex, a DHR International Company. Delivering numerous TEDx Talks on the humor in human behavior, creativity and peak performance, Russ has also the author/co-author of 8 books, 5 musical albums and a nationally recognized speaker. He's also an artist and sculptor.

