

GET LOCAL CUSTOMERS TO SPEND MONEY LOCALLY

presented by

Jon Schallert, President

THE

Schallert

GROUP

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www.DestinationBootCamp.com
www.DestinationUniversity.com

JON SCHALLERT

President, The Schallert Group, Inc.



Jon Schallert is an internationally-recognized speaker and small business expert who teaches businesses and communities how to turn themselves into Consumer Destinations. Schallert speaks to thousands annually on his proprietary 14-step "Destination Business" process, which he developed over the course of twenty-one (21) years of working with small business owners.

Jon's Destination Business strategy has been used extensively by cities, towns, downtowns, shopping centers, retail chains, franchises, and independent small business owners.

Jon Schallert was born in Wisconsin, raised in Colorado, and graduated from the University of Colorado. For ten years, Schallert worked for greeting card giant Hallmark Cards, where his unique marketing strategies were publicized throughout the company as "the Schallert Method". Hallmark used his expertise on a nationwide multi-million dollar new product rollout, and tapped Schallert's experience for their national reinvention of their card shop channel into "destination" stores.

In 1996, Schallert left his successful career at Hallmark Cards and started his consulting firm, The Schallert Group, Inc. He began speaking to small business owners in cities, downtowns, and communities around the country. After years of annually conducting hundreds of on-site consultations, and studying the most successful small business owners in the country, Schallert developed his proprietary 14-step Destination Business process that he teaches today.

In 2002, while maintaining his extensive travel and speaking schedule, Schallert launched his "Destination Business BootCamps", where clients spend two and one-half days with him, learning how to reinvent their businesses and marketplaces into Destinations. His BootCamps are now conducted four times a year.

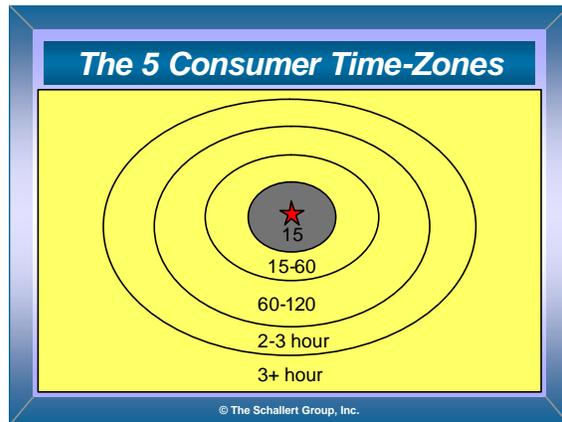
In 2004, in order to give more assistance to small business owners, Schallert started his small business one-on-one consulting program, the "Destination Success Network". Members of the Destination Success Network call in to receive monthly consulting assistance from Schallert, receive Schallert's monthly, subscription-only newsletter, "Destination Business", and participate in group Tele-Seminars.

In 2008, The Schallert Group, Inc. invested in rich media training technology to bring Schallert's proprietary workshops to small business owners around the world. *The Schallert Group is the only small business consulting firm in the country employing this technology to train small business owners* (www.DestinationUniversity.com).

Schallert's insight is frequently seen in national publications such as The Wall Street Journal and Entrepreneur Magazine. He is the only consultant in the world to receive the "Top Motivator" Marketing Award from Potentials Magazine. He is a member of the National Speakers Association, the International Downtown Association, and the National Main Street Network.

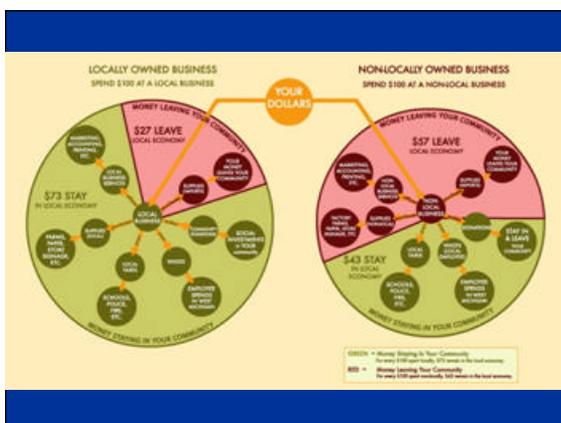
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- ### You Must Think Bigger!
- ✓ **Not your marketplace**
 - ✓ **Not your city or town**
 - ✓ **Not your state**
 - ✓ **Must think about a larger market!**
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- ### Rationalization Might Work
- ✓ **Explain the role of out-of-town dollars**
 - ✓ **Explain what happens when dollars stay at home**
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#1: Why Locals Go Elsewhere

They know your business exists, but they don't like it

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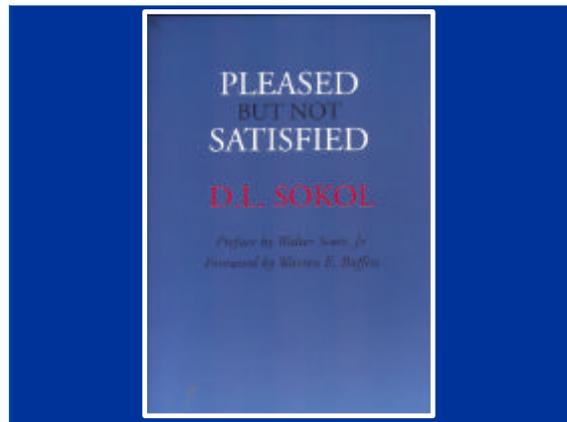
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#2: Why Locals Go Elsewhere

Your business doesn't have what they want

7

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#3: Why Locals Go Elsewhere

They think somewhere else has what they want

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#4: Why Locals Go Elsewhere

They don't know your business exists

10

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Use Yourself In Your Marketing

Catch local customers by marketing you as the owner!

13

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Teaneck's Cedar Lane
Think Locally, Shop Locally.



Use Your Customers!

Market your business by showing your local customers

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Leverage Your Giving

Market your business by illustrating who you support

19

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#5: Why Locals Go Elsewhere

Your business isn't a Destination to them

20

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Your “Marketing Tool Belt”

- ✓ **Out of 30 different advertising & marketing tactics:**
- ✓ **20 are no cost or FREE!**

22

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Proper Targeting

Top 10%
Least amount of marketing \$\$, results in largest purchases

Majority of customers
Reliable return on marketing expenditures

Bottom 10%
Every dollar spent returns fraction of marketing investment

23

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Your “Marketing Tool Belt”

- ✓ **Proper database usage**
- ✓ **Creating a Consumer Hook**
- ✓ **Collect every customer name**

24

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Core Marketing Principles

1. Every marketing message either contributes or erodes your Unique Positioning
2. It takes ten times the money to get a new customer than it costs to bring an existing customer back.
3. It takes an advertising message a minimum of 8-12 times to impact a consumer, in an ideal competitive environment.

25
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Traditional Media

- ✓ Traditional media methods
 - ✓ Print (newspaper & magazine)
 - ✓ Direct mail (postcard & newsletter)
 - ✓ Radio
 - ✓ Television
 - ✓ Specialty products
 - ✓ Billboards

26
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Non-Traditional Marketing

- ✓ Word-of-mouth
- ✓ Testimonials
- ✓ Referrals
- ✓ Public relations
- ✓ Internet (including social media)

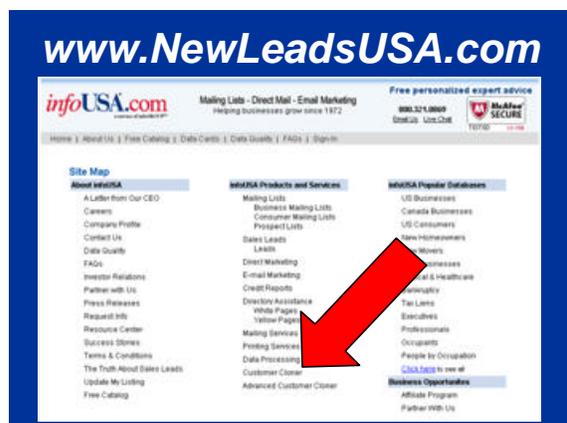
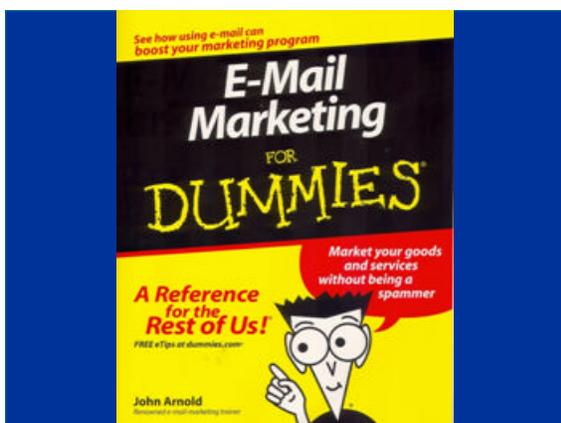
As detailed in *Under the Radar: Talking to Today's Cynical Consumer* by Jonathan Bond & Richard Kirshenbaum

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Create a Consumer Hook



28
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Webinar Marathon

- ✓ **Rob Fabian**
- ✓ **Infousa.com**
- ✓ **(402) 537-7790**
- ✓ **(866) 373-2042**

31
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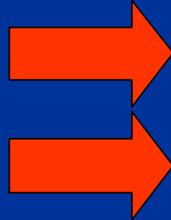
**Low-cost mailings
turn today's
new neighbors into
tomorrow's
loyal customers!**

**Ask for Jay or Terry Siff to
receive a \$100 Discount**



**Low-cost mailings
turn today's
new neighbors into
tomorrow's
loyal customers!**

Effective Offer with Call-to-Action



**Game
Time
Coupon 50%**
**OFF one regular priced
in-stock item under \$30**
Valid 2 p.m.- 6 p.m. only.

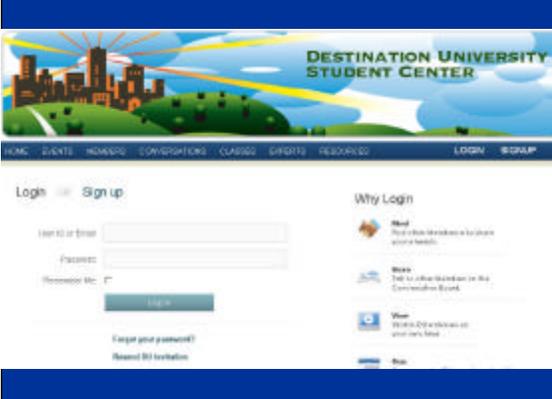
Valid only at Ace Hardware Longmont
from 2 p.m.- 6 p.m. Sun. 12/14/08.
One coupon per customer.
Customer must present coupon
at time of purchase.

ACE
The helpful place.

Other Social Networking Tools

- ✓ **Facebook**
- ✓ **Flickr**
- ✓ **YouTube**
- ✓ **Foursquare**

35
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**DESTINATION UNIVERSITY
STUDENT CENTER**

HOME | EVENTS | HOW TO | EMPLOYERS | CAREER | STUDENTS | RESOURCES | LOGIN | SIGN UP

Log in | Sign up

Email or Username:

Password:

Remember Me:

Log in

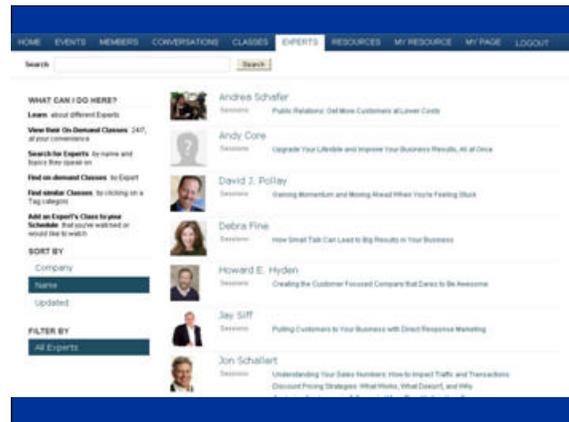
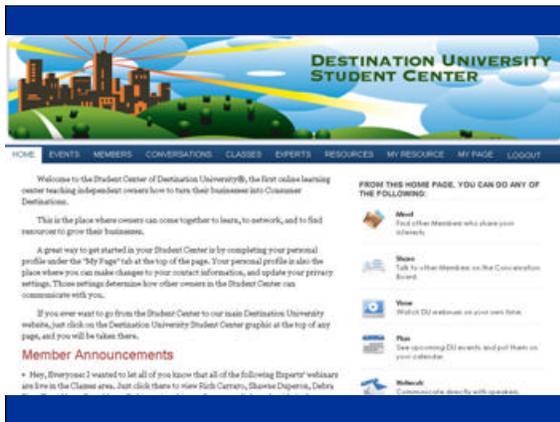
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Why Login

- Read**
Read articles and news to make your work.
- Write**
Tell us what you think on the Community Eye.
- View**
View photos and videos of our work.

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How to Join Destination U

- ✓ **\$29.95 per month**
- ✓ **Add employees or associates for \$15/month**
- ✓ **Use promotion code: OREGON to waive \$49 registration fee**

41

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Want to learn more about becoming a Destination?

- YES**, sign me up for Jon Schallert's **FREE Reinvent-Your-Business e-Newsletter** filled with growth tactics and marketing strategies that I can immediately implement.

Name: _____	Title: _____
Business Name: _____	
Type of Business: _____	
Mailing Address: _____	
City/State/Zip: _____	State: _____ Zip: _____
Email: _____	Phone: (____) ____ - _____

- YES**, I want to be a member of Destination University Student Center for only \$29.95/month. By signing up now, my Registration Fee of \$49.00 will be waived, *OR* I can join online at www.DestinationUniversity.com and enter **Promotion Code OREGON** to waive this fee. I understand I can add up to three employees/associates to my membership for only \$20.00 each per month. My credit card will be auto-charged each month as long as I am a member, and I can cancel my membership at any time, no questions asked.

PRIMARY NAME ON MEMBERSHIP: _____	
TITLE: _____	EMAIL: _____
BUSINESS NAME: _____	
TYPE OF BUSINESS: _____	
Add Associate #1: Name: _____	
Title: _____	Email: _____
Add Associate #2: Name: _____	
Title: _____	Email: _____
Add Employee #3: Name: _____	
Title: _____	Email: _____

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