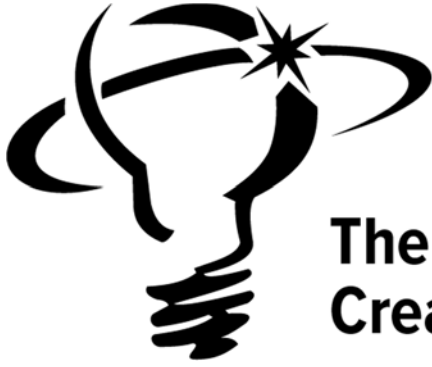




The Destination Creation Course: The Foundations of Building a Destination Business

POWERED BY: **DESTINATION UNIVERSITY**[®]
DEVELOPED BY JON SCHALLERT



The Destination Creation Course

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ABOUT JON SCHALLERT

Jon Schallert is the only consultant and professional speaker 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-four (24) years by studying and interviewing over 10,000 independent business owners in over 500 cities and towns.

Jon's Destination Business strategy has been used around the world by businesses large and small to help them capture more market share, even when larger, better-capitalized competitors seemingly have the advantage. His process examines how a business elevates their unique qualities that a targeted customer finds most important. When independent business owners apply Schallert's strategy, they naturally attract more local consumers along with customers from outside their traditional marketplace. Businesses also begin to attract more free publicity from the media, which in turn attracts more consumers than traditional advertising could ever reach.



Schallert's consulting firm, The Schallert Group, Inc., was started after Jon spent ten years with 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.

After leaving Hallmark, Schallert began speaking around the country in cities, towns, downtowns, and at association conventions. After years of annually conducting over 1,000 on-site consultations with business owners and studying the most successful business owners in North America, Schallert developed and trademarked his proprietary 14-step Destination Business process that he exclusively teaches today.

When Jon is not speaking around the country, he conducts his 2½ day Destination Business BootCamp® and oversees his online class, the Destination Creation Course, taught by a team of internationally based facilitators.

Some of Schallert's corporate consulting clients include Kellogg's, KitchenAid, Bank of America, Denver International Airport, Jiffy Lube, Ace Hardware, Anheuser Busch, and Hunter Douglas, to name a few. His insights are frequently seen in national publications such as The Wall Street Journal, The Washington Post, 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 and the National Main Street Network.

LESSON 1



Becoming a Destination Business

*Everything is always
impossible before it works.*

- Hunt Greene

**Introduction to
Becoming a
Destination Business**

**Jon Schallert, President
The Schallert Group, Inc.
www.DestinationBootCamp.com**

1

Key Objectives of this Video

- 1. Defining a Destination Business**
- 2. Destination examples**
- 3. Introduce new Destination terminology**
- 4. Advantages of Destinations**

2

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2

What's a Destination Business?

*A business that's so compellingly unique, customers say:
"That's the only place I'm going!"*

3

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3

What's a Destination Business?

A business that's so compellingly unique, customers say: "That's the only place where I'm buying!"

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4

14-Step: Destination Business

CEOwner

Interior & Exterior Image Loyalty Validation

Integrated Marketing Savvy Omnipresent Mentality Legend Development

Proactive Adaptability Product Spotighting Employee Stakeholders Multi-Level Customer Services

Strategic Vision Unique Positioning Financially Adept Leadership Balance

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5

What Can Be a Destination?

- **Retail store**
- **Restaurant**
- **Service business**
- **Professional practice**
- **Any consumer-oriented business**

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What Can Be a Destination?

- If your goal is to attract consumers, your business has the ability to turn itself into a Destination***

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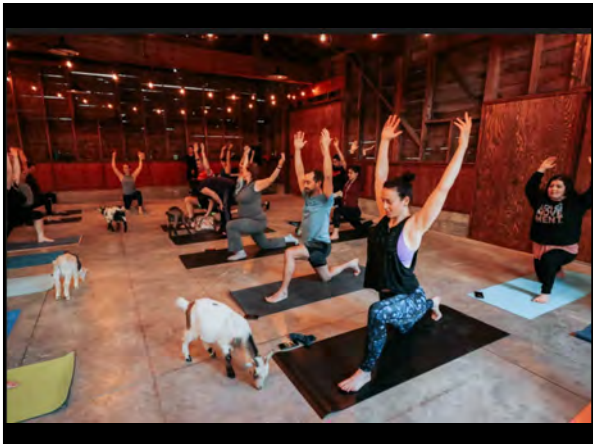
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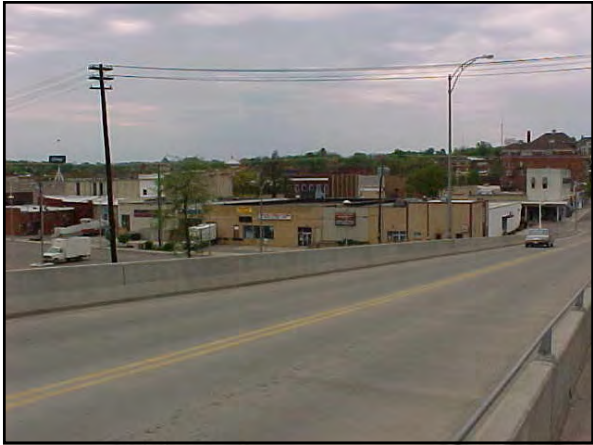
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Classifying Businesses

- **Destinations**
 - *Create their own traffic*
 - *Pull customers from beyond demographics*
 - *Use their uniqueness to pull customers to them*

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Classifying Businesses

- **Traffic dependent**
 - *Difficulty standing alone*
 - *Many national chains*
 - *Less unique because they've been replicated into multiple outlets*

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Creating a Destination Business

- *Destinations are businesses that are so compelling different that consumers:*
 1. *Willingly go out of their way to visit or spend money with them*

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22

Creating a Destination Business

2. *Can compete with larger competitors, both physical and online locations*
3. *Cause consumers to willingly postpone their buying decision until they can visit them*

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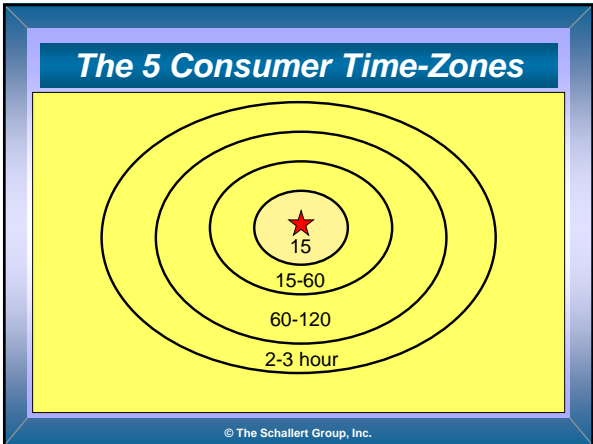
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Creating a Destination Business

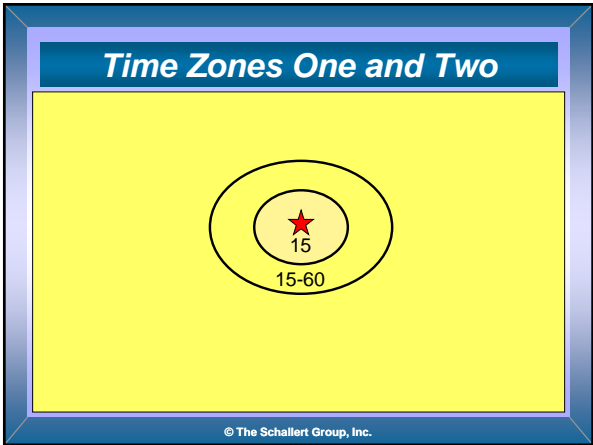
4. *Pull local consumers and consumers from outside their marketplace, often coming from great distances away*

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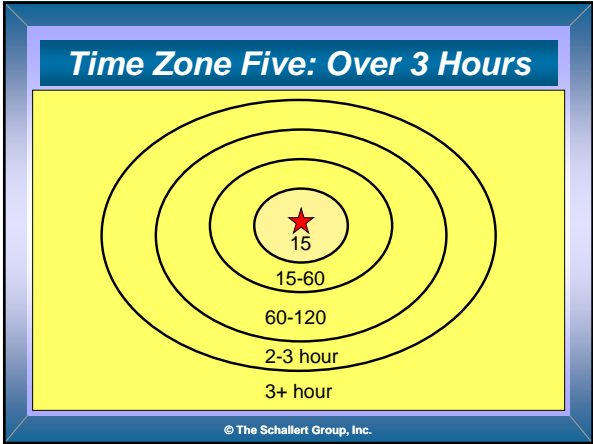
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Definition #2: Destination Business

A business that's so compelling different, it pulls consumers and the media from all 5 Time Zones

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28

Advantages of Destinations

- **Non-locals spend more and generate a higher IAT (Individual Average Transaction)**
- **Destinations generate more free publicity (12 times the believability of an ad)**

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Advantages of Destinations

- **Destinations create more word-of-mouth buzz**
- **Destinations typically have lower overall marketing costs**

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33



34



35



36

PARTICIPANT EXERCISE: LESSON 1.1

Jon Schallert: *Introduction to Becoming a Destination Business*

Training Time: 16:01

1. Think about a Destination Business that you went out of your way to visit and buy from even though it was quite a distance from your home.

- a. Why did you travel that distance for it?

- b. What do you remember about it?

- c. Did it meet your expectations after you'd been there? Why or Why not?

2. Discuss with the group your experiences of Destination Businesses. What do all of your stories have in common?

The Power of a Destination Business

*Jon Schallert, President
The Schallert Group, Inc.
www.DestinationBootCamp.com*

Key Objectives of this Video

- 1. The Destination Pyramid**
- 2. Your new competitors**
- 3. Defining your marketplace versus settling for it**
- 4. Thinking like a Destination Business owner**

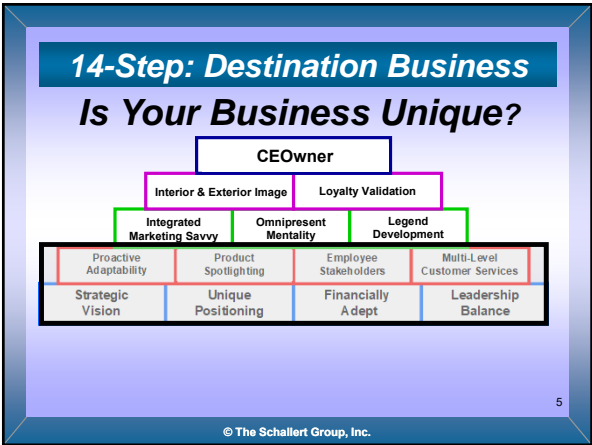
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14-Step: Destination Business

CEOwner			
Interior & Exterior Image		Loyalty Validation	
Integrated Marketing Savvy	Omnipresent Mentality	Legend Development	
Proactive Adaptability	Product Spotlighting	Employee Stakeholders	Multi-Level Customer Services
Strategic Vision	Unique Positioning	Financially Adept	Leadership Balance

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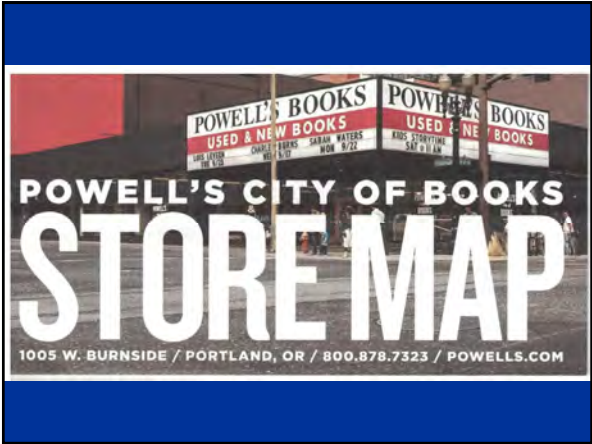






















Your Destination Mindset

***You must start thinking
of your business and
yourself as being able
to compete on a
larger scale!***

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Adopt a Destination Mindset

- ✓ **No guarantees about Destination business success except one:**
- ✓ **If you don't imagine yourself a Destination, it will never happen!**

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Your Points-of-Uniqueness

- ✓ **Comparing your business?**
- ✓ **DON'T!**
- ✓ **Don't get into the trap of only rising to the level of your nearest competitor!**

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Your Destination Mindset

- ✓ **Your points of uniqueness must exceed your local competition**
- ✓ **Your business competes with every competitor**

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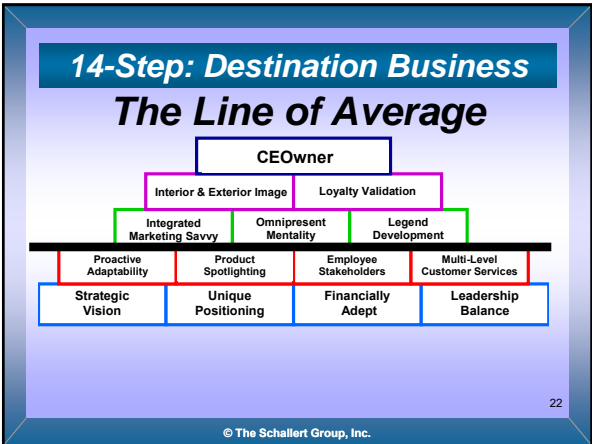
Destination Business Success
Destination Success only happens when your business is so Positively Memorable that customers willingly spread the news!

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14-Step: Destination Business
Where Positively Memorable happens

CEOowner			
Interior & Exterior Image		Loyalty Validation	
Integrated Marketing Savvy	Omnipresent Mentality	Legend Development	
Proactive Adaptability	Product Spotlighting	Employee Stakeholders	Multi-Level Customer Services
Strategic Vision	Unique Positioning	Financially Adept	Leadership Balance

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Line of Average Exercise
Evaluate these 5 areas of your business:

1. **Products: What you sell**
2. **The service(s) you offer**
3. **Your physical environment**
4. **Your performance as a Leader**
5. **Your marketing & advertising**

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Line of Average Exercise

Products	
-----------------	--

Services	
-----------------	--

Physical Space	
-----------------------	--

Leader	
---------------	--

Marketing	
------------------	--

Key Takeaways: Lesson 1 - Becoming a Destination

1. Every business that becomes a Destination Business first started out pulling local customers. The first major change to becoming a Destination happened when the owner of the business set their expectations and vision for the business higher, envisioning a greater goal.
2. It's not enough to be different from your competition; you must be Unique and 1-of-a-kind, like no other business in your industry.
3. For a business to be a Destination, you must be Unique AND you must market your message to larger audience. Otherwise, your business could still remain a secret.
4. If your primary differences are product selection and lower price, your differences can be easily matched by your competitors.

What's Your Most Important Takeaway from this Lesson?

PARTICIPANT EXERCISE: LESSON 1 - PART 2
Jon Schallert: *The Power of a Destination Business*

Training Time: 12:23

Jon says that we must market ourselves to a larger marketplace beyond our local community.

1. Where do you market your business now?

2. How far outside your community do you market your business?

3. What differences do you see with your local customers versus ones who come from farther away?

PARTICIPANT EXERCISE: LESSON 1 – PART 2

Jon Schallert: *The Power of a Destination Business*

4. Who are some of your competitors who are outside of your community that your business competes with?

5. What parts of your business are Positively Memorable to customers?

LESSON 2



Your Unique Positioning

*All acts performed in the world
begin in the imagination.*

- Barbara Grizzuti Harrison

The Foundation of a Destination Business: Your Unique Positioning

***Jon Schallert, President
The Schallert Group, Inc.
www.DestinationUniversity.com***

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Key Objectives of this Video

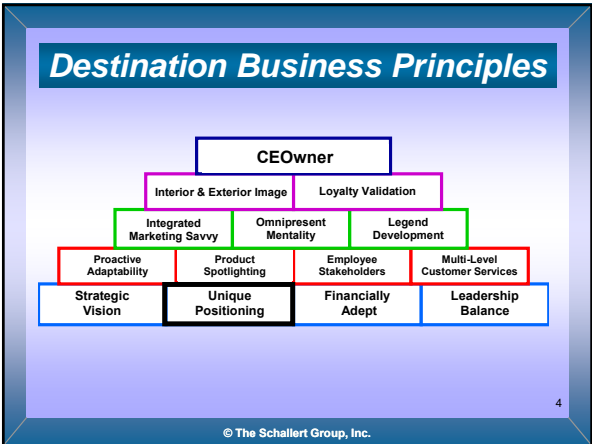
- 1. Defining Unique Positioning***
- 2. Why you need it today***
- 3. How to create your 1st sentence (with tips!)***
- 4. How it's different from a tagline***

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Key Objectives of this Video

- 5. Specific examples of businesses that developed effective Unique Positioning Statements***
- 6. The 4 groups where you'll use this statement and why it's critical to all four***

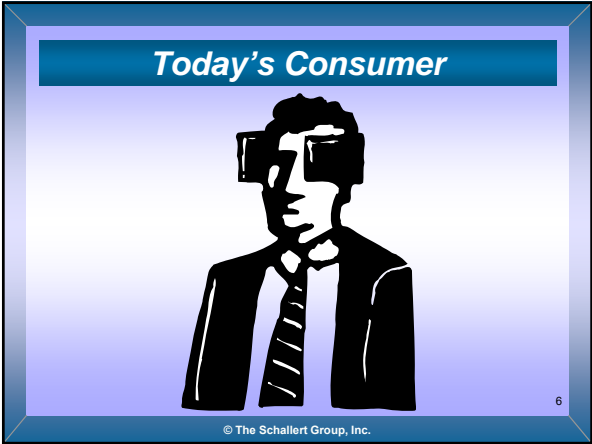
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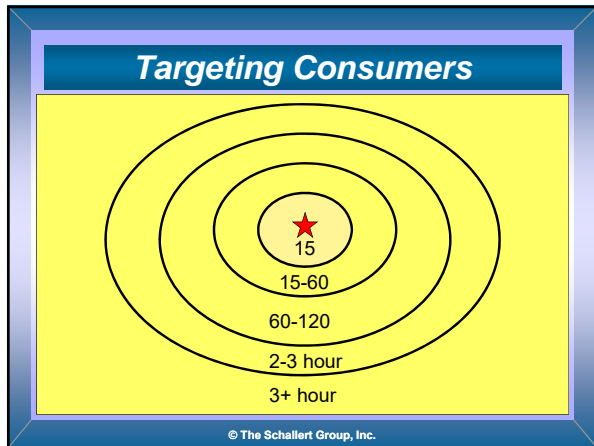


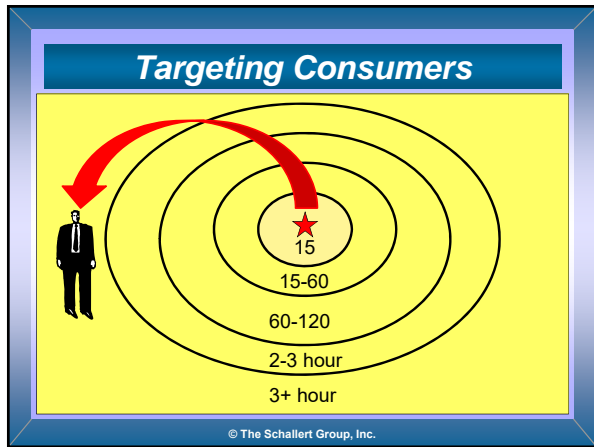
Unique Positioning Statement

Explain how your business is different from every other business in your industry

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Your Unique Positioning

- *2-4 paragraph statement explaining how your business is unique*
- *Attention-grabbing first sentence*
- *Your 1st sentence is NOT:*

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Your Unique Positioning

- *NOT a Unique Selling Proposition: Has nothing to do with selling*
- *NOT an elevator pitch: There's no pitch involved*
- *NOT a marketing tagline*

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This is a Tagline!

Let's Build Something Together™

A tagline is NOT your U.P. 1st Sentence

Your Unique Positioning

- *It IS a clear, truthful statement of how your business is totally different from your competitors*
- *Every competitor, not just those in your marketplace*

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Writing Your U.P. Statement

- Describe all the ways your business is superior to your competitors?
- Be specific!
- Avoid using generalities!
- Consumers ignore them!

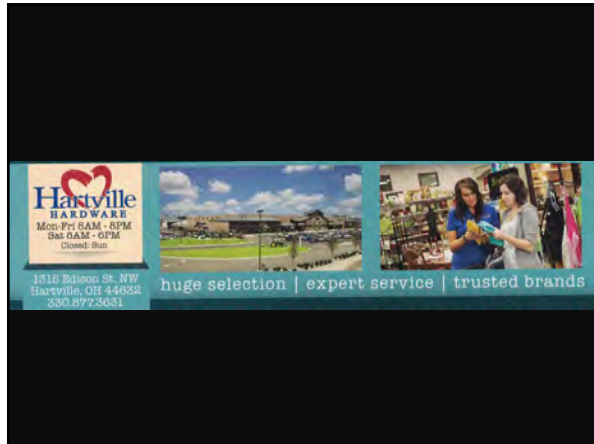
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Writing Your U.P. Statement

- High quality
- Great service
- Super selection
- Affordable
- Convenient
- Customer friendly

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U.P. First Sentence!

- The 1st sentence starts with: “The name of your business IS the: _____”*
- Our business equals this*
- Balanced, truthful phrase*

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U.P. First Sentence!

- From there, use Power Words that let the consumer know that you’re different from all others*
- Words like:*
- “...is the only...”*

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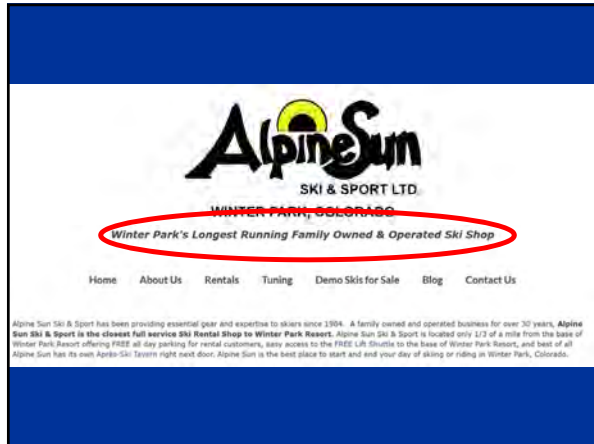
U.P. First Sentence!

- *First, Largest, Oldest,*
- *Most, Newest, The source for..., the home of...*
- *Look to find singular unique points OR combine multiple points to create your U.P*

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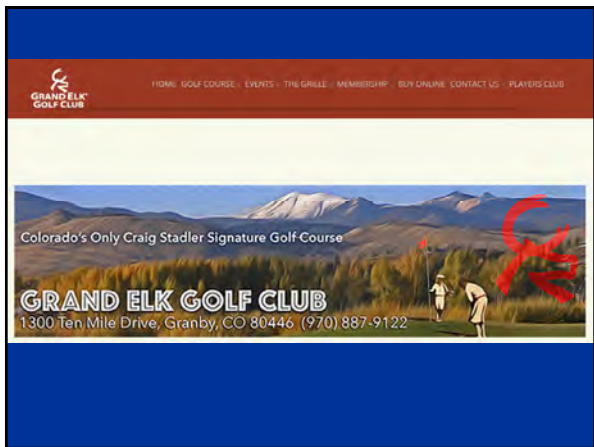












Who Will Use Your U.P.?

- *For you*
- *For consumers*
- *For your manager and employees*
- *Media: Newspaper, TV, radio, magazine, internet...*

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**DESTINATION
UNIVERSITY®**

PARTICIPANT EXERCISE: LESSON 2 - PART 1

Jon Schallert: *The Foundation of a Destination Business: Your Unique Positioning*

Training Time: 16:35

To complete the following questions, first read the tip sheet “9 Steps to Develop a Unique Positioning Statement”.

1. In Jon's video, he says it is important to explain to consumers how your business is different from every other business in your industry. What are three (3) of your business differences that are unlike any other competitor?

2. Jon says that the first sentence of a Unique Positioning Statement is NOT a tagline. Does your business currently use a tagline? If so, what is it?

PARTICIPANT EXERCISE: LESSON 2 PART 1

Jon Schallert: *The Foundation of a Destination Business – Your Unique Positioning*

3. Do you think if a consumer heard only your business name and your tagline would they want to visit and purchase from your business? Why or why not?

4. Complete the following phrases with an answer that completes each Unique Positioning first sentence.

- a. My business is the home of _____
- b. My business is the only _____
- c. My business is the first _____
- d. My business is the source for _____

5. Put the name of your business in the line below and while using the word “only”, finish the sentence to create a Unique Positioning first sentence.

(Your business name here) _____ is the only

**Your Unique Positioning Statement:
Mastering the Critical First Sentence**

**Jon Schallert, President
The Schallert Group, Inc.
www.DestinationUniversity.com**

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Key Objectives of this Video

- 1. Taglines vs. UP Statements**
- 2. Five key areas where you'll find your uniqueness**
- 3. Three specific company examples of it being used**
- 4. How UP's help get publicity**

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Destination Business Principles

CEOwner			
Interior & Exterior Image		Loyalty Validation	
Integrated Marketing Savvy	Omnipresent Mentality	Legend Development	
Proactive Adaptability	Product Spotlighting	Employee Stakeholders	Multi-Level Customer Services
Strategic Vision	Unique Positioning	Financially Adept	Leadership Balance

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Unique Positioning Statement
Explain how your business is different from every other business in your industry

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Unique Positioning vs. Tagline
• **Unique Positioning 1st sentence:**
• *Most powerful, most read sentence*
• *How your business is different from every other business (1-of-a-kind)*

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Unique Positioning vs. Tagline
• *The 1st sentence should be factual and not promotional (NO HYPE!)*

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Unique Positioning vs. Tagline

- **Taglines**
 - *A clever phrase that jogs the memory*
 - *Most often, sounds like marketing!*

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The Big 5 Differences

- *Product differences?*
- *Service differences?*
- *Differences as an owner?*
- *Longevity and historic differences?*
- *Location differences?*

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Along with your new hot tub or spa you are entitled to all of these benefits.

PEACE OF MIND GUARANTEE

Money-Back Guarantee
The simple reason that if you change your mind about your new hot tub or spa within 30 days of installation, you can get back what you paid for it or 50% of the new installation except for a 10% re-installation charge. Special delivery and installation related costs are extra.

Model-Switch Guarantee
If you decide your preferred model is no longer available, Olympic Hot Tub Company will let you exchange your purchase for your new choice. We'll credit the rest of the sale price for the difference in price plus a 10% re-installation fee. Special delivery and installation-related costs are extra.

Deposit Guarantee
Most spas come with a deposit guarantee for the price of the hot tub. In some cases you get your money back or hot tub for another model.

Free Set-Up and Delivery Guarantee
Full service delivery for most hot tubs and spas includes site prep, leveling, and electrical hook-up. We don't charge you anything for the delivery. We will take care of you. We'll be there to help you with any questions, and we'll make sure you're satisfied. If the delivery is outside the area or requires additional electrical hook-up or site prep, those costs are extra.

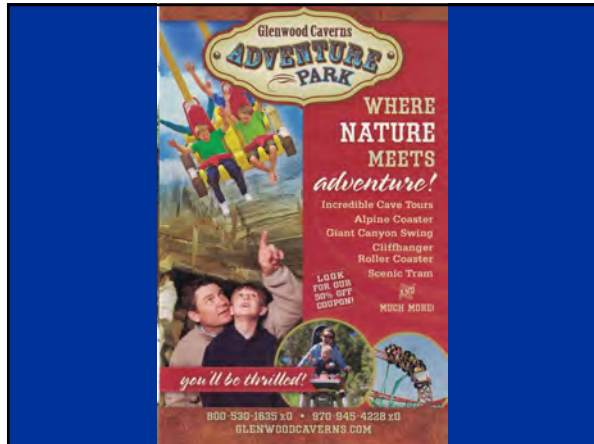
Like It Better Over There? Guarantee
If you find a better place or price for your hot tub or spa, we'll give you the difference. We'll even give you a \$100 credit for your hot tub or spa if you find a better price elsewhere.

We Sell It, We Fix It Guarantee
Olympic Hot Tub Company's own factory-trained service technicians, and some changes, will perform all warranty work for you, the original owner, on your hot tub, spa, or pool. We'll be there to help you with any questions, and we'll make sure you're satisfied. If the warranty is outside the area or requires additional electrical hook-up or site prep, those costs are extra.

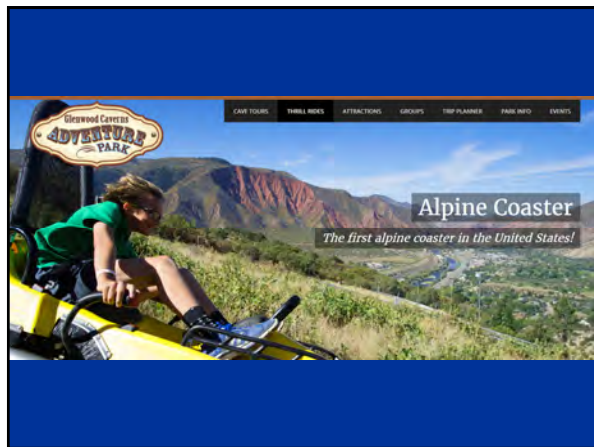
Energy Efficient Guarantee
Our Energy Smart™ Hot Spas have been repeatedly tested for the nation's leading independent testing laboratories to verify that they are in fact the most energy efficient models. We'll be there to help you with any questions, and we'll make sure you're satisfied.

My Personal Guarantee
The Peace of Mind Guarantee is your personal promise to you. It means you bought a hot tub or spa from us, and we'll make sure you're satisfied. We'll be there to help you with any questions, and we'll make sure you're satisfied.

Also Guaranteed:
Olympic Home Loans since 1977.
Olympic Hot Tub Company





















YOUR AFTERNOON BUZZ

We liked **Coal Creek Coffee Co.** even before trying the sandwiches or the formulated-for-high-elevation Over the Edge espresso. It was the words on the front door that did it: HOME TO MALCONTENTS, REVOLUTIONARIES AND DO-GOODERS OF ALL TYPES. Inside, the gleaming Belle Epoque espresso machine—the only one in the state—sealed the deal.

110 E. Grand Ave., 307/745-7737.

STAY THE WEEKEND

...the weekend...
 ...the weekend...
 ...the weekend...

YOUR AFTERNOON BUZZ

We liked **Coal Creek Coffee Co.** even before trying the sandwiches or the formulated-for-high-elevation Over the Edge espresso. It was the words on the front door that did it: HOME TO MALCONTENTS, REVOLUTIONARIES AND DO-GOODERS OF ALL TYPES. Inside, the gleaming Belle Epoque espresso machine—the only one in the state—sealed the deal.

110 E. Grand Ave., 307/745-7737.



Key Takeaways: Lesson 2 – Unique Positioning

1. You must make it absolutely clear to every prospect you're targeting what makes your business Unique and 1-of-a-kind.
2. Your Unique Positioning Statement's first sentence must highlight your most compelling point of Uniqueness.
3. Your competitors will rarely use Unique Positioning Statements. Most will use taglines which jog the memory of a prospect. This will give you a huge advantage.
4. Avoid using taglines in your marketing. Taglines work best if you only want to be known in a smaller marketplace, or you have a huge marketing budget, like a national chain.

What's Your Most Important Takeaway from this Lesson?

The 9 Steps to Developing a Great Unique Positioning Statement

Without a doubt, the most challenging part of becoming a Destination is when owners are asked to develop their Unique Positioning Statement.

It seems like it should be an easy task: Write out a 2-4 paragraph statement about your business that explains how your business is different from every other business in your industry, and make sure that the first sentence is so interesting, that the listener is intrigued by it.

But it's not easy!

To help you in your efforts, here are more specific details and some simple tips on how to develop your Unique Positioning Statement, and make this process a little easier.

Ideally a Unique Positioning Statement has these qualities:

1. It contains a compelling, emotional first sentence that when someone hears it, they understand how your business is different from every other business in your industry.
2. That first sentence should cause the person who hears it or reads it to think: "Tell me more" or "I want to see that place", without any further details.
3. The first sentence should have a location indicator, meaning it should explain the limit of your uniqueness in terms of geography. I recommend taking the greatest possible distance from your business that is true and accurate, rather than claiming your business is the only one in your city or town.
4. The first sentence should NOT be a tagline, which is "a descriptive slogan that briefly, memorably and descriptively sums up a company or product". The first sentence of a Unique Positioning Statement should be impressive, without sounding witty and amusing.

5. The first sentence should NOT sound like a marketing phrase that might appear on an advertisement. In fact, the first sentence should sound like a statement of fact.
6. The first sentence should be spoken as if someone just walked up to you and asked: “What business do you own?” And your answer would begin with your business name: “The Coal Creek Coffee Company in Laramie Wyoming is an independent coffee shop and the home of Edgy Coffee.”
7. The conclusion of paragraph 1, followed by paragraphs 2 through 4, are additional descriptive paragraphs going into greater detail on how your business is unique and how it delivers a unique experience to your customers. I have found that paragraphs 2-4 will solidify whether a consumer comes to your business, but without a powerful first sentence, many consumers will never get to those later paragraphs.
8. Every paragraph after the first sentence should have your business differences in descending uniqueness, meaning that after sentence 1, you must then state the next most impressive difference about your business, until 2 to 4 paragraphs complete the full description of your business.
9. Each sentence in your Unique Positioning Statement should avoid using generalities to describe your business differences. Use concrete and measurable terms, rather than generalities. Generalities like “great service, super selection, affordable products, convenient access, friendly staff” will elicit a feeling in consumers that they’ve “Heard this before”. Be specific and detail how your business is best in those categories.

PARTICIPANT EXERCISE: LESSON 2 - PART 2

Jon Schallert: *Your Unique Positioning – Mastering the Critical First Sentence*

Training Time: 24:54

To complete the following questions, first read the tip sheet “9 Steps to Develop a Unique Positioning Statement”.

1. This product(s) in my business is different from every competitor:

2. This service(s) that my business provides is different from every competitor:

3. As a business owner, my experience and background are totally different from all my competitors in this way:

PARTICIPANT EXERCISE: LESSON 2 PART 2

Jon Schallert: *Your Unique Positioning – Mastering the Critical First Sentence*

4. Our business has these historic and age differences that are totally different from our competitors:

5. Our location and our physical building are totally different from every competitor in this way:

LESSON 3



Your Leadership Responsibility

*Real leaders are ordinary
people with extraordinary
determinations.*

- John Seaman Garns

**Your Leadership
Responsibility:
Creating Your Vision &
Focusing Your Efforts**

**Jon Schallert, President
The Schallert Group, Inc.
www.DestinationUniversity.com**

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1

Key Objectives of this Video

- 1. Your most important role as a Destination Business owner**
- 2. Analyzing Impact and Effort before taking action**
- 3. Perfectionism and its role in achieving what you want**

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2

Key Objectives of this Video


- 4. Looking at how you spend your time as your company's leader**
- 5. Remembering your most important priority of all while running your business**

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3

Your #1 Role as Owner: Leader

1. Are you directing your team?
2. Delegating to assistants?
3. Focusing them on your vision?




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4

Your #1 Role as Owner: Leader

4. Explaining the next steps your company must take to become a Destination?
5. Or are you doing most of the work?



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5

How You Spend Your Time?

- Do you ever say?
- "If it's going to be done right, I'm going to do it myself!"
- If so, you're probably a Perfectionist!

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6

Time Management Reminder

“Done is better than perfect.”

Lou Heckler

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7

7

Time to Return-on-Investment

- ✓ *There’s nothing more limited than your time*
- ✓ *There are certain tasks that only you are capable of accomplishing*
- ✓ *“Core Competencies”*

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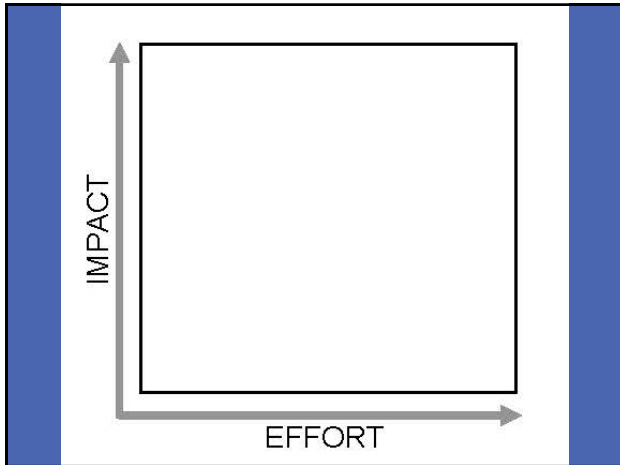
Time to Return-on-Investment

- ✓ *With every major action:*
- ✓ *How much Effort will this take?*
- ✓ *How much Impact will this make on the business?*
- ✓ *Before committing your time!*

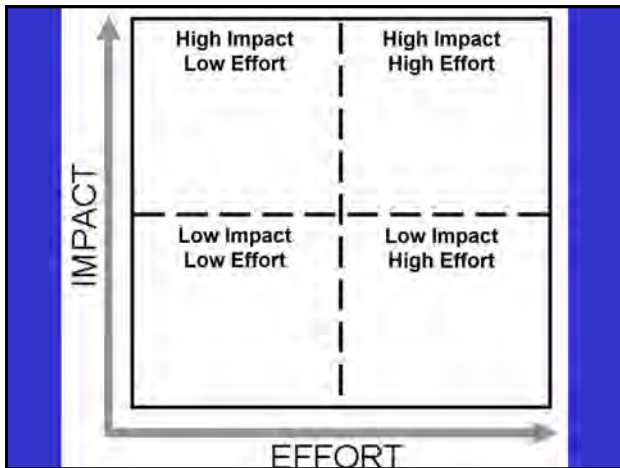
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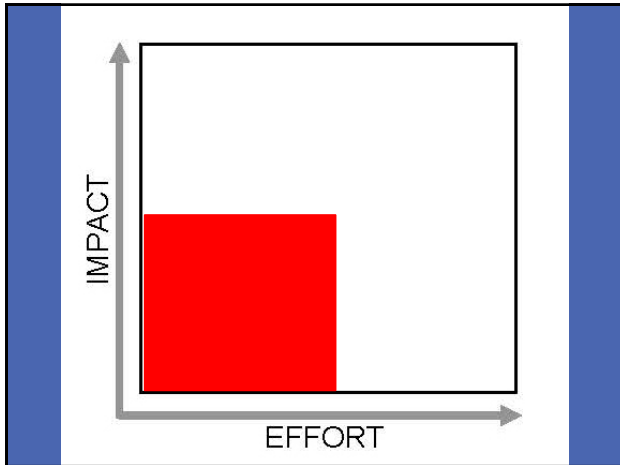
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Time to Return-on-Investment

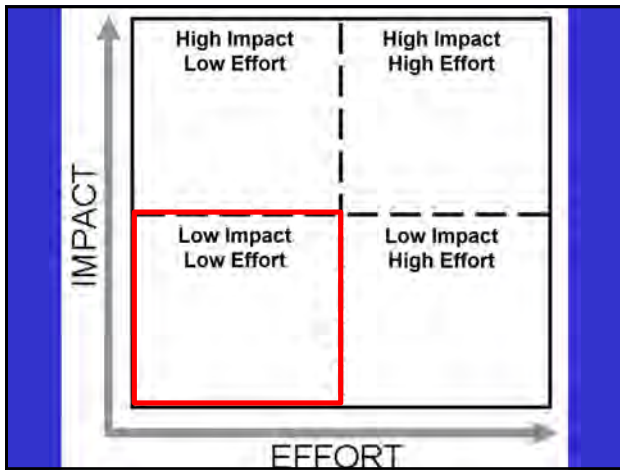
- ✓ ***Impact:*** Revenue & moving you closer to your goals
- ✓ ***Effort:*** Time, money, planning, implementing & the resources you and others expend

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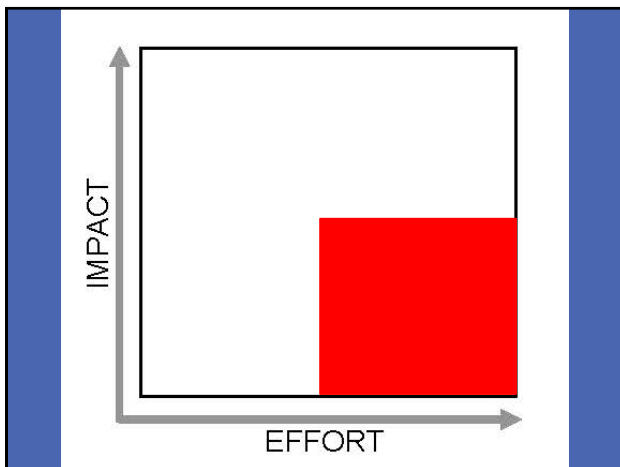
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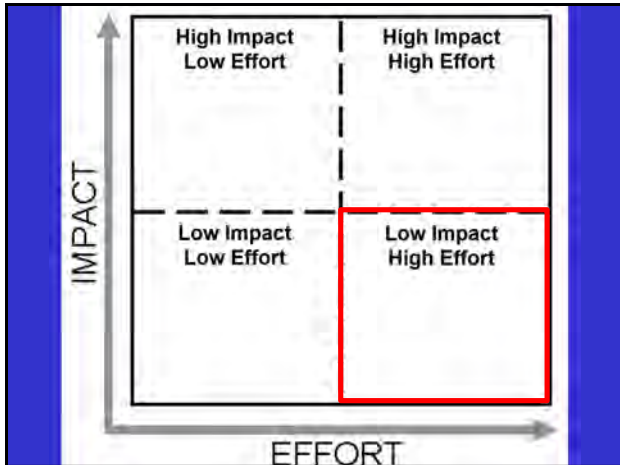
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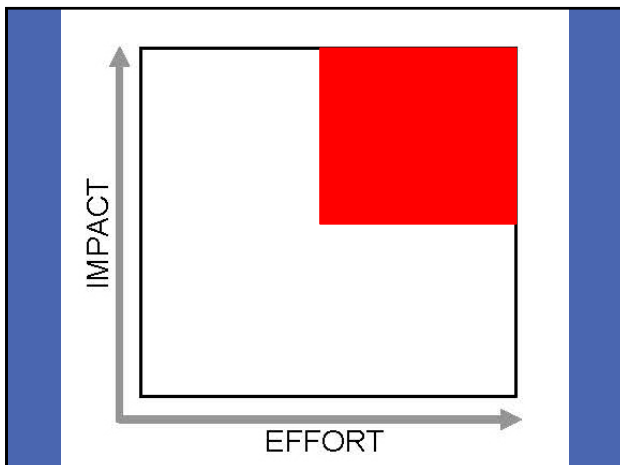
Time Management Reminder

“Never confuse activity with productivity.”

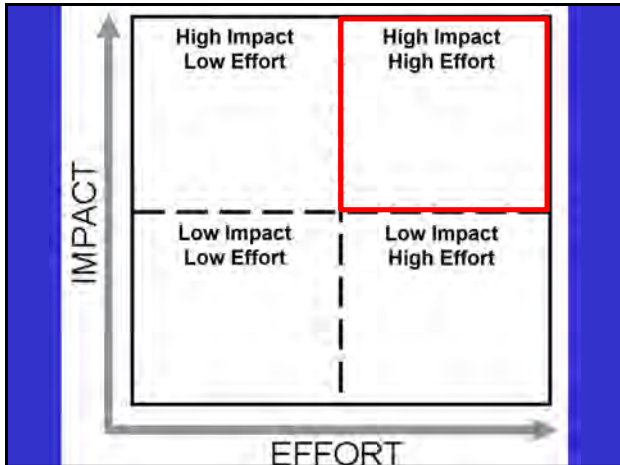
Laura Stack

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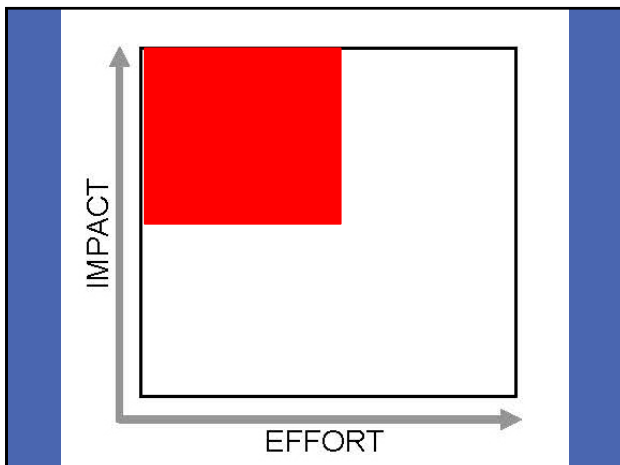
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Time to Return-on-Investment

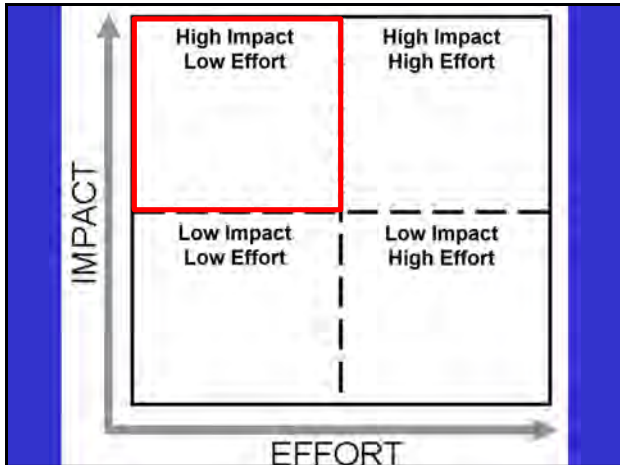
- ✓ High Impact and High Effort: Time intensive activities that can't be accomplished in one day!
- ✓ Transformational activities
- ✓ Working on the business

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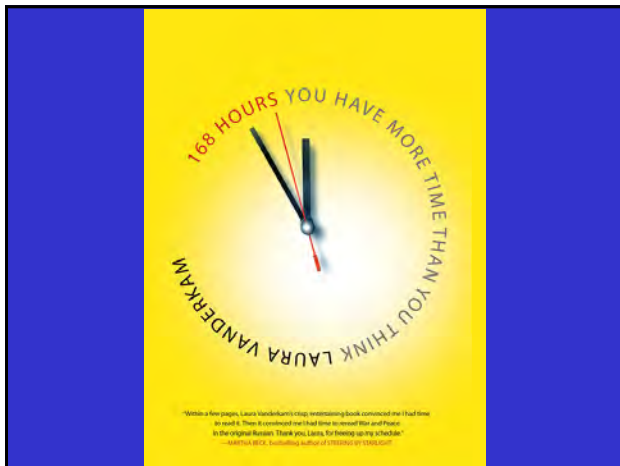
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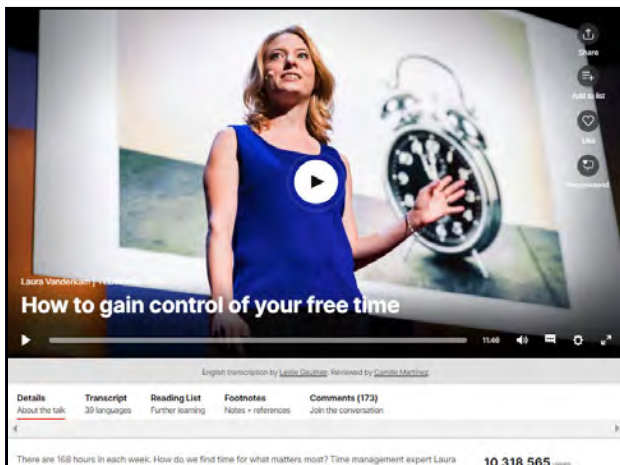
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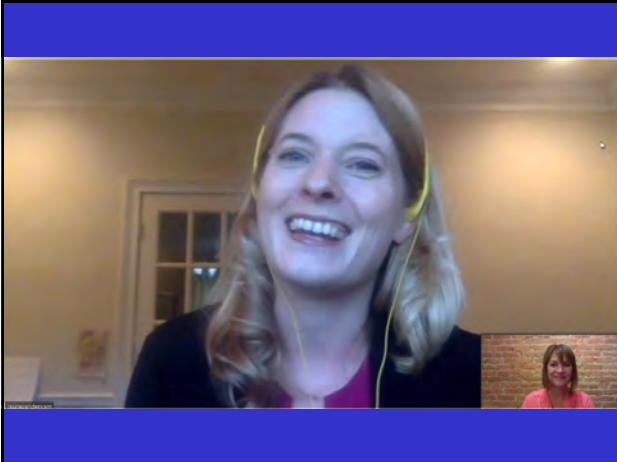
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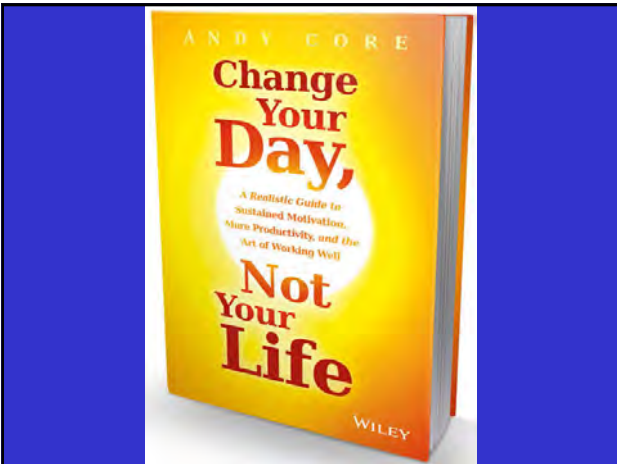
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26

Make Time for Your Health

“Time and health are two precious assets that we don't recognize and appreciate until they have been depleted.”

Denis Waitley

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27

Key Takeaways: Lesson 3 – Leadership Balance

1. In order to be the leader of a Destination Business, you have to balance between many different roles. But the most important role is leading your company forward toward the Vision of the business that you desire.
2. There are times when you will be the only one who can accomplish the task at hand. Make sure that the time you are spending on tasks is something that only you can do. Nothing is more limited than your time.
3. Do not let perfectionism get in the way of getting things accomplished.
4. Every action you take to grow your business will have a future Impact and a corresponding amount of Effort (time, money, and energy) to make it happen. Before committing to changes in your business, evaluate the Impact/Effort of that change.
5. To gain momentum, implement High Impact, Low Effort activities that will be visible to consumers and your employees. In this way, you'll create rapid, positive change through smaller, incremental actions.
6. You must take time to be healthy. Your health is tied to your energy, your leadership, and your longevity. Dedicate yourself to leading a healthier lifestyle every day.

What's Your Most Important Takeaway from this Lesson?

PARTICIPANT EXERCISE: LESSON 3
Jon Schallert: *Your Leadership Responsibility –*
Creating Your Vision & Focusing Your Efforts

Training Time: 18:32

1. What are the tasks in your business that you must perform because you are the only one qualified to do them?

2. What tasks do you often find yourself performing that others could do, but instead, you do them?

3. Are you a perfectionist? If so, what tasks do you often find yourself doing because you don't trust others in your business to do them?

PARTICIPANT EXERCISE: LESSON 3

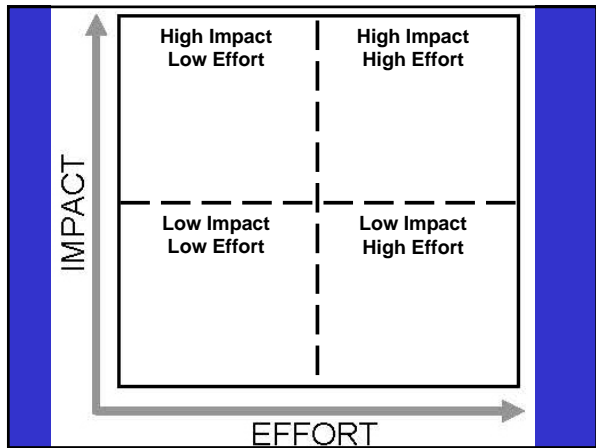
Jon Schallert: Your Leadership Responsibility – Creating Your Vision & Focusing Your Efforts

4. Could any of the tasks in Question 3 that you are doing be delegated to someone outside your organization? Even if you currently don't know someone who can do this task in your community, describe the type of expert you would need and the experience they would need to have, in order for you to NOT do this task.

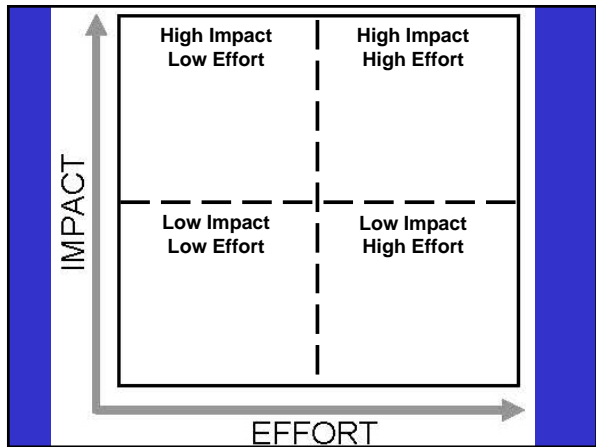
5. What are the major time-wasting tasks that you often find yourself doing that aren't contributing to you improving the sales and profits of your business?

Impact / Effort Analysis:

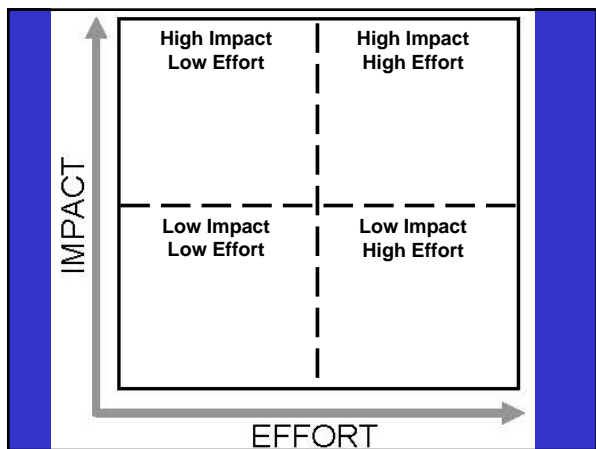
Use the lines on the right side of the page to record changes you want to make to your business, and then, graph the Impact that change will have on your business and the amount of Effort you'll have to expend to complete it.



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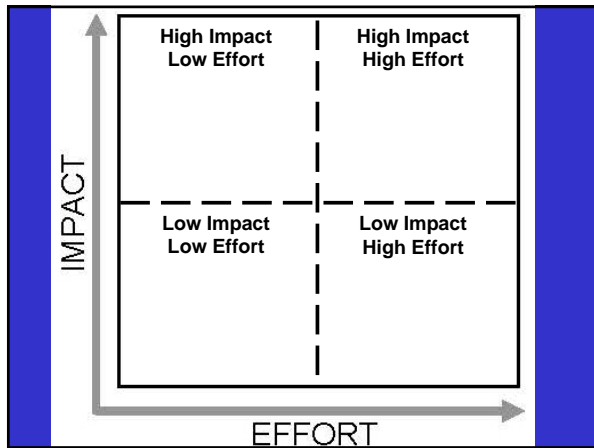
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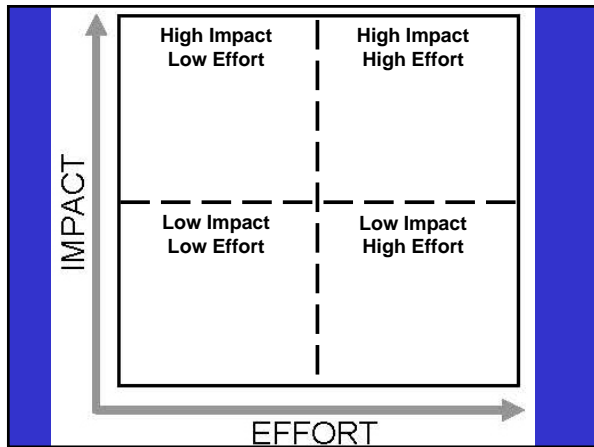
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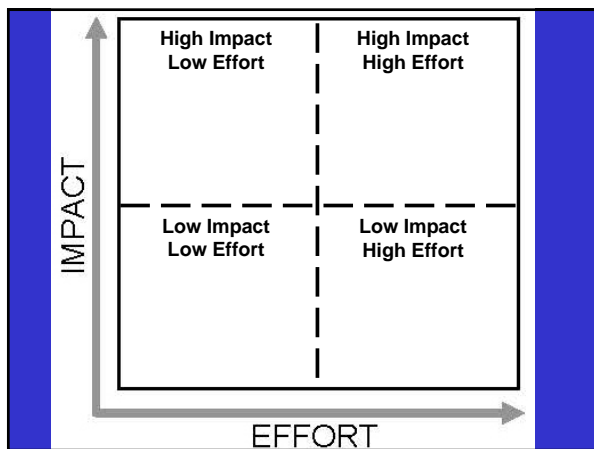
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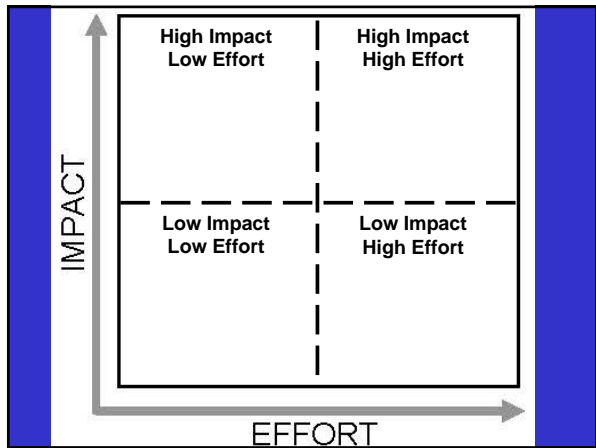
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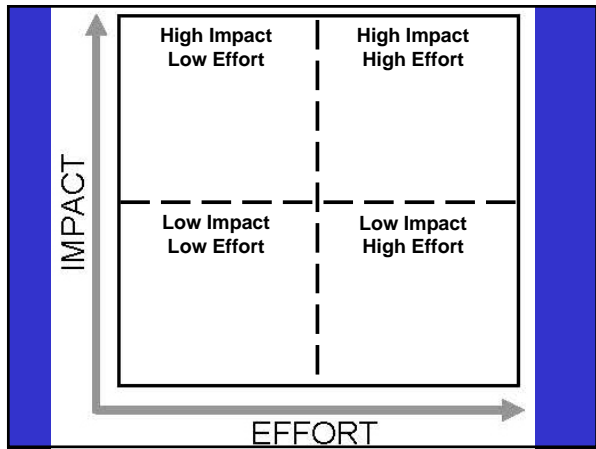
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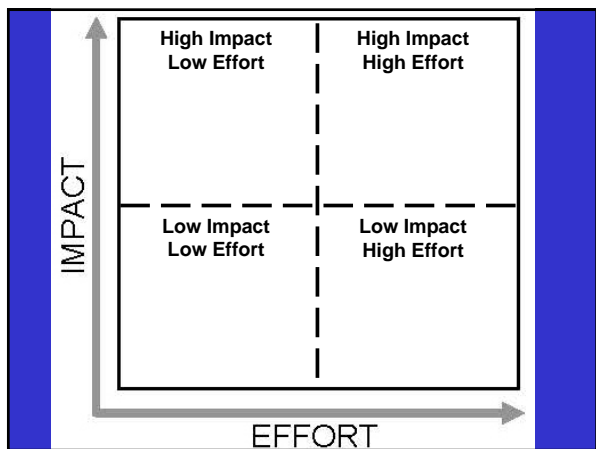
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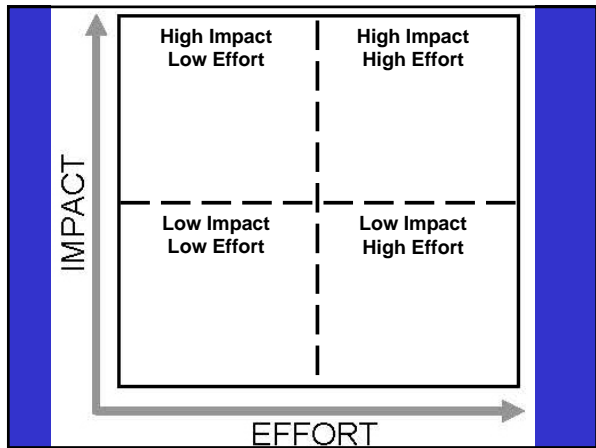
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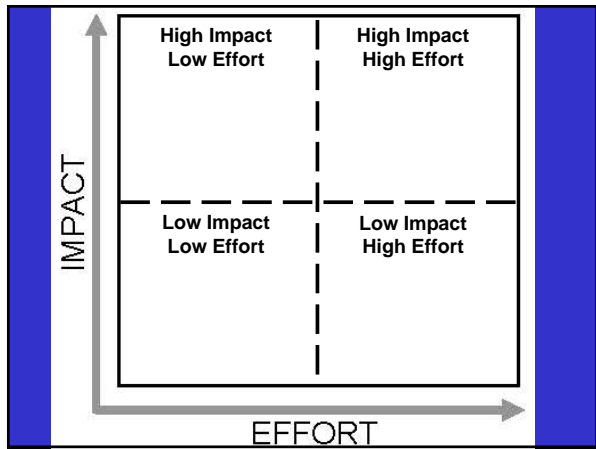
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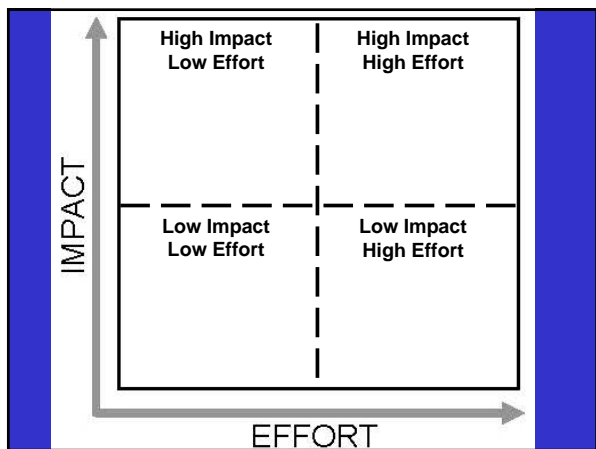
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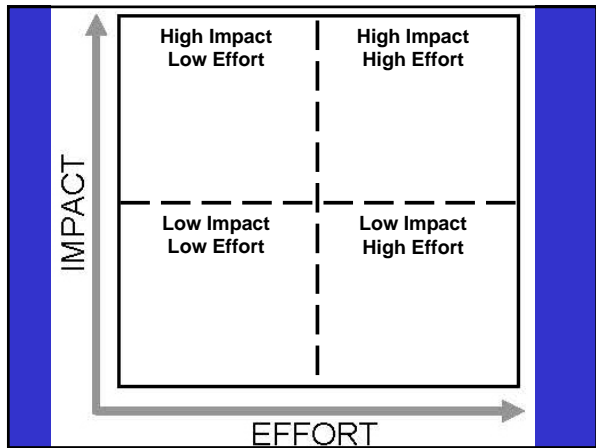
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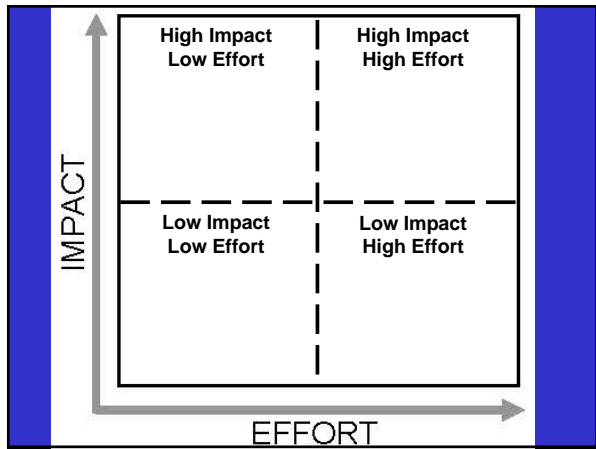
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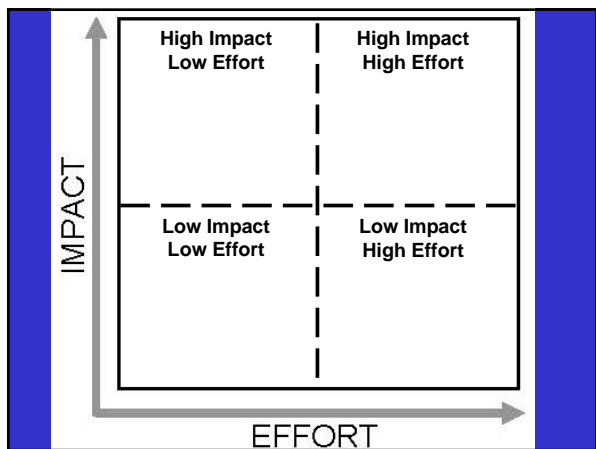
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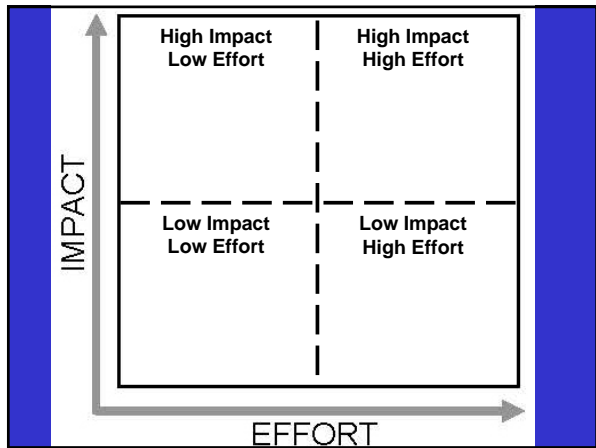
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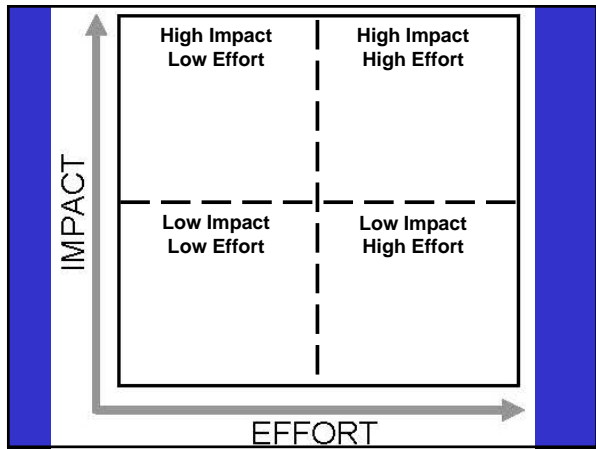
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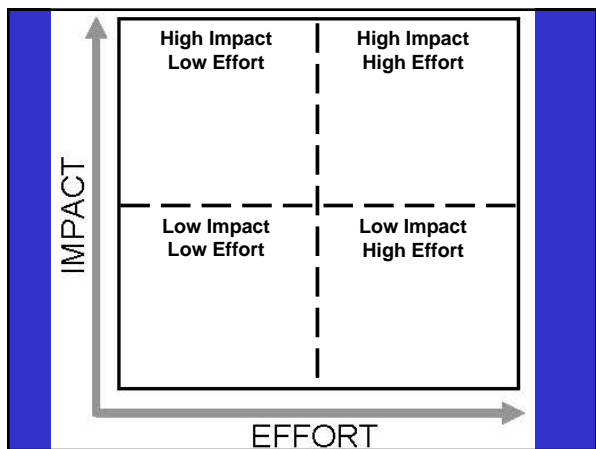
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LESSON 3: LAURA VANDERKAM

TITLE: *How to Find More Productive Hours in Your Week*

Time: 19 minutes, 05 seconds



ABOUT THIS INTERVIEW:

Laura Vanderkam, author of *168 Hours: You Have More Time Than You Think*, discusses her time management principles and tools to help independent business owners gain control of their calendars and feel more purpose and energy in their lives.

Vanderkam covers specifically:

- Understanding self-generated myths about how much time we really have
- Tracking our time to find more time
- Focusing on our “core competencies” in both business and our personal lives

ABOUT LAURA VANDERKAM:

Laura is the author of several time management and productivity books:

- *Off the Clock: Feel Less Busy While Getting More Done* explores, through more than 900 time diaries collected on a single March day, why some busy people feel relaxed about time, while others do not.
- *I Know How She Does It: How Successful Women Make the Most of Their Time* (Portfolio, 2015) tackles the question of how women combine work and life through an analysis of 1001 days in the lives of women with demanding careers and children at home.
- *What the Most Successful People Do Before Breakfast* profiles prominent people who use time creatively to achieve their goals.
- *168 Hours: You Have More Time Than You Think* argues that time is best approached from the holistic perspective of a week (168 hours) rather than any single day.

Laura’s work has appeared in publications including *The New York Times*, *The Wall Street Journal*, *USA Today*, *City Journal*, *Fortune* and *Fast Company*.

She has appeared on numerous television programs, including *The Today Show* and *Fox & Friends*, hundreds of radio segments, and has spoken about time and productivity to audiences of all sizes. Her TED talk, “How to gain control of your free time,” has been viewed more than 8 million times.

PARTICIPANT EXERCISE: LESSON 3

Laura Vanderkam: *How to Find More Productive Hours in Your Week*

Interview Time: 19:25

1. Every business owner needs more time and Laura gives some tips in her interview about how we can feel like we have more time. What were the tips or insights that Laura shared that you're going to start using to experience more time in your life and business?

2. Laura talks about a person's Core Competencies, the "things we do best", and suggests that it's important for us to focus on those. What are your Core Competencies in your business that you should be spending more time doing?

PARTICIPANT EXERCISE: LESSON 3

Laura Vanderkam: *How to Find More Productive Hours in Your Week*

3. Laura offers ways to “outsource” things that are not your core competencies. What ideas do you now have for delegating or outsourcing more so you can focus on what you do best?

4. Laura suggests making a list of “100 Dreams.” Following her directions, start by making a list of a minimum of 20 Dream ideas that you’d like to accomplish, and bring that list with you.

5. Try tracking your time as Laura suggests for one week using the attached tracking sheet. At the end of the week, total up your categories. What did you learn?

"168 Hours" Time Sheet

LAURA VANDERKAM 168 HOURS TIME MANAGEMENT WORKSHEET

Project _____ Date _____

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5AM							
5:30							
6:00							
6:30							
7:00							
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LESSON 3: ANDY CORE – SUPPLEMENTAL INTERVIEW

TITLE: *Creating and Sustaining Motivation*

Time: 23 minutes, 11 seconds



ABOUT THIS INTERVIEW:

Andy Core, author of *Change Your Day, Change Your Life*, talks about increasing productivity by finding ways to sustain motivation. He explains some of his favorite tools to achieve work-life integration and shares examples of organizations that have been able to help their employees and their families.

In this interview, Andy covers reasons we become unmotivated and what to do about them, like managing your first thought of the morning. Andy explains his simple but effective way of making lists that matter and keep you motivated and feeling accomplished in the important areas of your life. He also explains how setting yourself up the night before to amp up your momentum first thing each day is one of the top strategies to use.

ABOUT ANDY CORE:

Andy Core is a credentialed, award-winning thought leader on increasing employee engagement, productivity, and wellness motivation. His talent lies in helping hard-working, conscientious adults thrive at work and in their personal lives. Core has spent the past 15 years researching ways to become better equipped to thrive in today's hectic society. By doing so, he helps organizations build teams that cost less, have better attitudes and accomplish more.

Andy has researched busy people for more than a decade...here is the most important comment he's heard: *"I know I need to do more at work, live healthier and be there for my family. What I don't know is how to make it all happen."*

Andy Core has a master's degree in human performance and has been chosen as one of the Top 5 Global Speakers in Health and Healthcare. He is also currently #33 on the Top Productivity Experts to Follow on Twitter.

Andy is a life-balance realist whose success rate at helping people go from wanting to live a more balanced life to actually doing it is 13 times the national average.

PARTICIPANT EXERCISE: LESSON 3 – SUPPLEMENTAL

Andy Core: *Creating and Sustaining Motivation*

Interview Time: 30:11

1. Andy talks about how we gain and lose motivation, calling it “Motivational Amnesia” to describe how motivation comes and goes. Now, think of a time in your life when you were truly motivated. What kept you motivated to move forward consistently day after day?

2. Andy says we all fall into a category of Struggler, Striver, or Thriver. Which category do you think you fall into right now as a business owner and why?

3. If you decided to implement Andy’s “Big Box Time Management” approach, what would you put in the big boxes and why?

PARTICIPANT EXERCISE: LESSON 3 – SUPPLEMENTAL
Andy Core: Creating and Sustaining Motivation

4. When Andy says, “tomorrow’s motivation starts today,” he suggests ways to prepare in the evening for the following morning. Were there any of Andy’s ideas that you’re going to try? If you’re already motivated every morning, what do you find helps you to start the day right?

5. Andy talks about how many people use their time unwisely when we lose motivation, time that he called “junk hours”. When you lose your motivation, what activities do you spend on time-wasting, junk hour activities?

LESSON 4



Targeting Your Most Profitable Customers

*Big Companies are small
companies that succeed.*

- Robert Townsend

**Identifying & Targeting
Your Most Profitable
Customers**

**Jon Schallert, President
The Schallert Group, Inc.
www.DestinationBootCamp.com**

1

Key Objectives of this Video

- 1. How to target your most profitable prospects**
- 2. Introducing Top 10% Customers**
- 3. Introducing Top 10% targeting tools**
- 4. Targeting with Facebook**

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2

Targeting Top Consumer

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

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3

Targeting Top Customers

- ***Don't forget your existing top customers!***
- ***"Low hanging fruit"***

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4



5

Targeting Top Customers

- ***We assume our customers know about everything we sell & offer***
- ***They don't, despite your best marketing efforts!***

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Targeting Top Customers

- **Target the ones who spend the most with you**
- **Should be the easiest group to target**
- **Educate them on all your offerings & sell them 1st**

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Targeting Top 10% Customers

- **The very best Top 10% Customers have influence over others**
- **Their friends & followers listen respect their recommendations**

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Targeting Top 10% Customers

- **Find Top 10% influencers**
- **Also target Top 10% by identifying the groups where they congregate**
- **More focused criteria equals easier to target**

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Targeting Top 10% Customers

- **Top 10% Customers are your best return-on-investment customers**
- **Unfortunately, the more narrow the group, the farther you have to go out**

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Targeting Top 10% Customers

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A specific person:
Sally Smith: Your top customer
Need to find more like her!

12



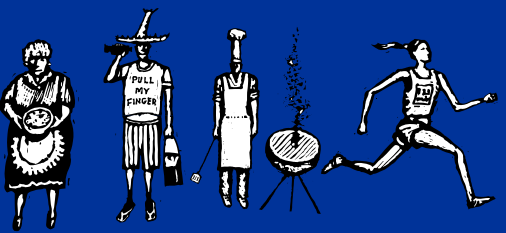
A general group: Tourists
Not a Top 10% group:
Too broad and unfocused

13



A specific group:
Men, 35-60, who like to BBQ
(Location not important)

14



Specific group with location:
Female marathon runners
who live in Colorado

15



16



17



18

Using DataAxle.com

- **Largest residential & business lists in North America**
- **Thousands of sorting criteria for residents and businesses**

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19

Using DataAxle.com

- **City, state, county, income levels, age, interests, proximity, & more combinations**
- **Can take existing customers & clone them**

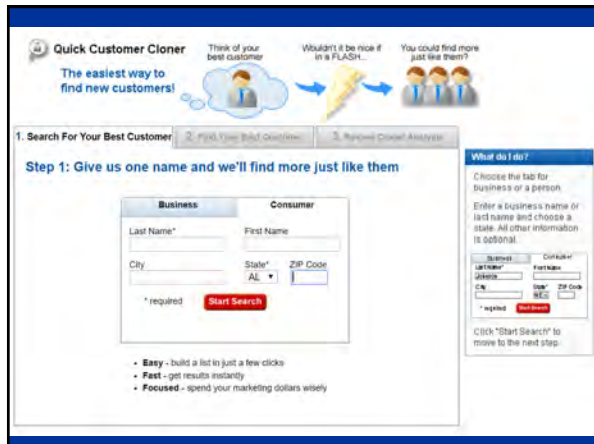
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**A specific person:
Sally Smith in your city**

21



22

Targeting Top Customers

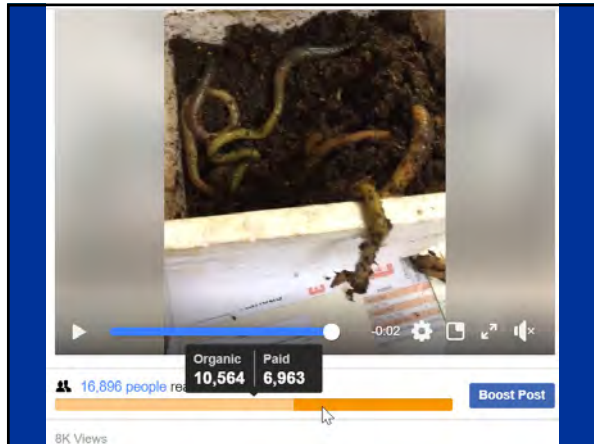
- **Shows all Smiths, age & income level**
- **Review the list, buy it & clone more Smiths**
- **Works with businesses, too**

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23



24



25

Targeting with Facebook

- **Used Ads Manager**
- **Targeted all men within 50 miles of store**
- **Ran ad for 24 hours/\$20**
- **Reached 6,696 men**
- **1,951 views**

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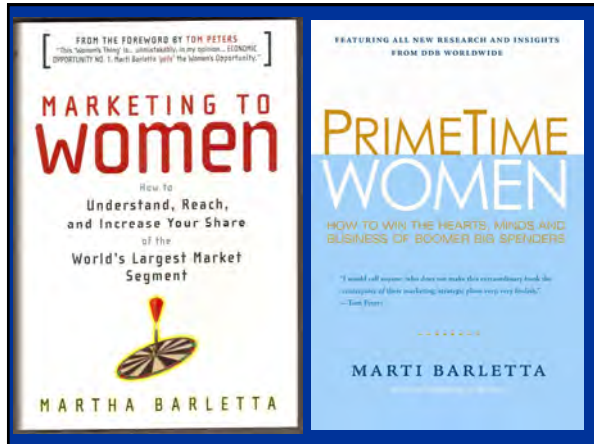
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Targeting with Facebook

- **50 Likes, 6 comments, & 52 shares: 16,985 people**
- **8,100 video views**
- **Right video length, original content, and right targeting**

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27



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29

Key Takeaways: Lesson 4 – Targeting Top Customers

1. Your Top 10% Customers are those who you can attract to your business for the lowest cost and you'll get the biggest return on investment. You must determine who your Top 10% Customers are and target them.
2. Once you've determined who are your Top 10% Customers, use targeting tools that can help you narrow them down into a more focused list. Once you've narrowed the list, they'll be easier to reach.
3. You can use multiple forms of advertising and marketing, but the most creative ads and marketing campaigns will fall short if you don't identify and target your most profitable prospects.
4. Avoid using taglines in your marketing. Taglines work best if you only want to be known in a smaller marketplace, or you have a huge marketing budget, like a national chain.

What's Your Most Important Takeaway from this Lesson?

PARTICIPANT EXERCISE: LESSON 4

Jon Schallert: *Identifying & Targeting Your Most Profitable Customers*

Training Time: 21:30

1. Describe in detail your Top 10% Customers and be aware that many companies have more than one group of Top 10% Customers, depending on the products and services that you want to sell them.

2. Think of your very best customers who are buying from you now, and think of the concept of “low hanging fruit”. What additional products or services could you sell these already good customers that they might not know you offer

PARTICIPANT EXERCISE: LESSON 4

Jon Schallert: *Identifying & Targeting Your Most Profitable Customers*

3. A company like DataAxle.com helps businesses target their very best customers. Even if you don't want to use DataAxle.com, what would be some business or consumer lists that you'd love to have, so you can target those customers?

4. If money wasn't an object, what cities, towns, or areas outside your immediate marketplace would you like to target to attract more customers?

5. Write about the most successful promotional or targeted ad you've run on Facebook and be prepared to talk about it in your class.

LESSON 4: MARTI BARLETTA

TITLE: *The What and Why of Marketing to PrimeTime Women*

Time: 26 minutes



ABOUT THIS INTERVIEW:

Marti Barletta, author of *PrimeTime Women: How to Attract, Convert, and Keep Boomer Big Spenders*, discusses what PrimeTime women are and how to understand what they want in a business. She explains specifically why having a targeted marketing strategy for women between the ages of 50 to 70 will help the independent business owner capture the biggest segment of the population.

In this interview, Marti goes into detail on the following points:

- Why independent business owners should focus on PrimeTime women
- The different ways men and women make purchasing decisions
- Common mistakes marketers make about the 50-70 set based on outdated assumptions
- The importance of redefining the extra decade that has been added to the middle of our lives

ABOUT MARTI BARLETTA:

Marti Barletta shows you how to get more customers, make more money per customer and keep customers loyal longer – simply by getting smarter about women. Her first book, *Marketing to Women*, is available in 19 languages; and her latest book, *PrimeTime Women*, focuses in on the market's high-spending sweet spot – Boomer women in their mid-life prime – and shows marketers how to use this prime segment's growth, size and buying power to propel their business for the next 20 years.

As the go-to authority on marketing to women, women in leadership and women's growing role in shaping the 21st century, Barletta has been quoted on *CBS, ABC, MSNBC* and *NPR*, as well as in *The Wall Street Journal, The New York Times, The Economist, USA Today, Fast Company, TIME, Business Week, Inc.*, and many other publications worldwide.

A popular speaker internationally, she has enjoyed rave reviews on every continent except Antarctica, including countries as diverse as Chile, Denmark, Dubai, Japan, Norway, Spain, Sweden and Switzerland. She has spoken for hundreds of companies, conferences and associations; and across dozens of industries, including automotive, banking, consumer products, investment services, retail, travel/tourism and real estate development, to name a few.

PARTICIPANT EXERCISE: LESSON 4

Marti Barletta: *The What and Why of Marketing to PrimeTime Women*

Interview Time: 26:00

1. Marti says women in their 50's to 70's (PrimeTime Women) are greatly misunderstood by marketers. When PrimeTime women come into your business, what do they buy and what do they seem to want?

2. According to Marti, women are responsible for about 80% of all money spent in the U.S. economy. How do you market to this valuable customer group?

PARTICIPANT EXERCISE: LESSON 4

Marti Barletta: *The What and Why of Marketing to PrimeTime Women*

3. Marti explains that the woman in the family is the one who says, “we’re ready to buy.” She does the research; she chooses the businesses to visit; and then the sales rep only talks to the man. Talk about when you’ve seen this in your business or experienced it yourself.

4. After listening to Marti describe the differences between how men and women make decisions, how do you plan to change your marketing to attract more PrimeTime women?

LESSON 4: MARTI BARLETTA - SUPPLEMENTAL INTERVIEW

TITLE: *How to Market to PrimeTime Women*

Time: 27:28 minutes



ABOUT THIS INTERVIEW:

Marti Barletta, author of *PrimeTime Women: How to Attract, Convert, and Keep Boomer Big Spenders*, goes into detail about specific techniques independent business owners can use to attract more of the market responsible for 80% of all consumer spending - women in the 5th, 6th, and 7th decades of their lives.

In this interview, Marti goes into detail on the following points:

- How to advertise to women
- How one business redesigned their store to better serve female customers
- Why women tell stories to explain what they are looking for and how to interpret those stories
- How to provide the "Perfect Answer" for a women to ensure a sale
- How the fashion and cosmetics industries are still misreading PrimeTime women and how to not fall into their trap

PARTICIPANT EXERCISE: LESSON 4 SUPPLEMENTAL
Marti Barletta: *How to Market to PrimeTime Women*
Interview Time: 27:28

1. What are the top three things you can do in your business tomorrow to “win the hearts, minds, and business” of the Prime Time woman?

2. Marti suggests several ways to tailor your marketing to appeal to the PrimeTime woman. What ideas did that give you for your business marketing plan?

PARTICIPANT EXERCISE: LESSON 4 SUPPLEMENTAL
Marti Barletta: *How to Market to PrimeTime Women*

3. Describe a time when a PrimeTime woman came in your business and you were successful at listening to her story, and then, meeting her needs.

4. What are your favorite examples of your business successfully winning over a Prime Time woman customer?

LESSON 5



Capturing Consumer & Media Attention

*The biggest things are often the
easiest to do because there is
so little competition.*

- William Van Horne

Capturing Consumer & Media Attention Using Product Spotlighting

**Jon Schallert, President
The Schallert Group, Inc.
www.DestinationBootCamp.com**

1

Key Objectives of this Video

- 1. How to use Product Spotlighting to compete with larger competitors**
- 2. Getting consumers to know you have great product selection, without saying the word "Selection"**

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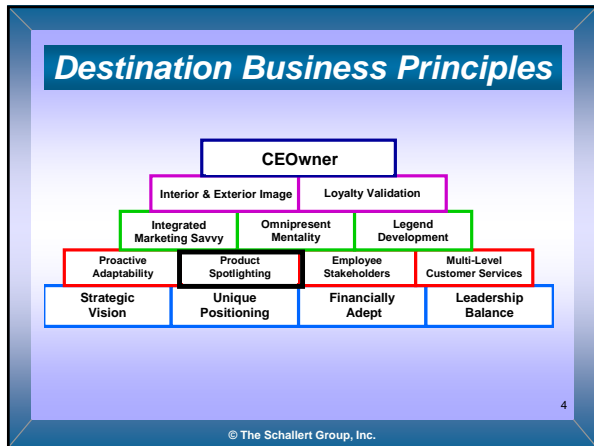
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Key Objectives of this Video

- 3. Learning the 3 techniques of Product Spotlighting:**
- 4. Micro-Niche lines**
- 5. Signature items**
- 6. Monuments**
- 7. Their power to attract the media and get free PR**

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What is Product Spotlighting?

- ✓ *Series of techniques to magnify your product uniqueness*
- ✓ *Designed to capture your customers' attention*
- ✓ *Also the media*

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What is Product Spotlighting?

- ✓ *The media will not feature an average business*
- ✓ *They feature the unusual, interesting, fun, & extreme*
- ✓ *These product techniques create that uniqueness*

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Micro-Niche Lines

- ✓ *Expand product subcategory to create dominant selection*
- ✓ *Huge breadth in a focused niche*
- ✓ *More than typical*

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Micro-Niche Lines

- ✓ *Rarely a single manufacturer's products: Combine companies in a selection*
- ✓ *Never the entire selection of product in the business*

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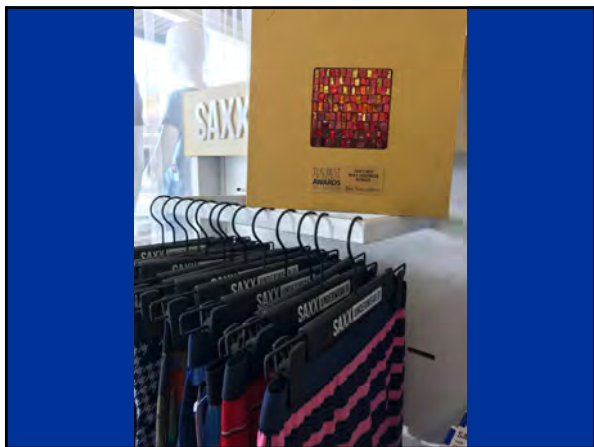
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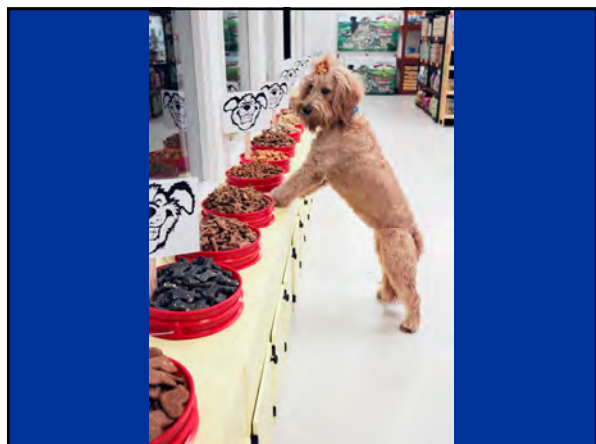
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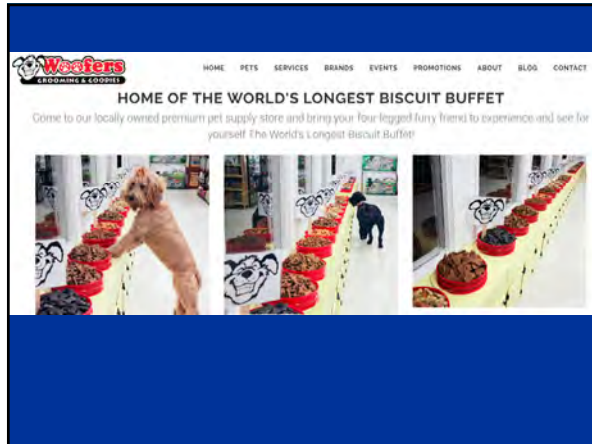
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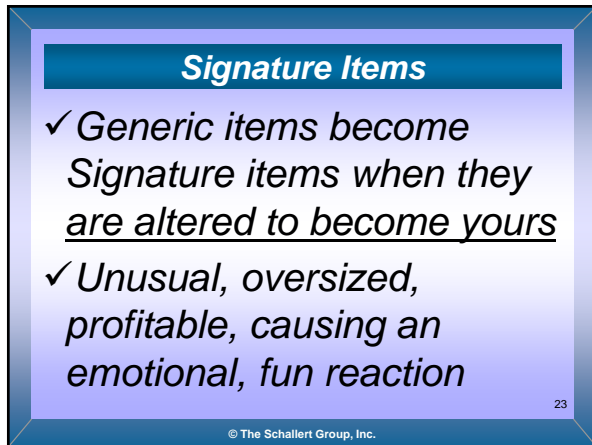
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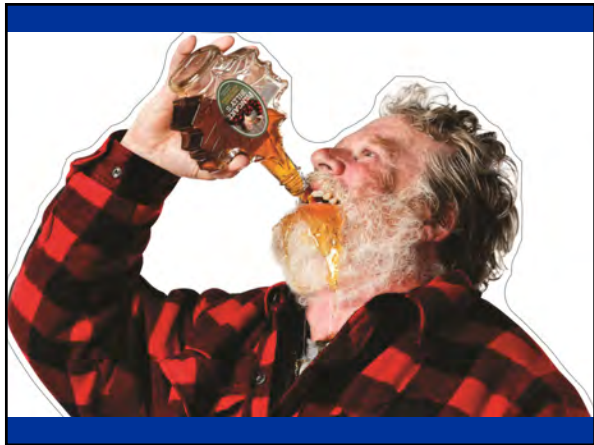
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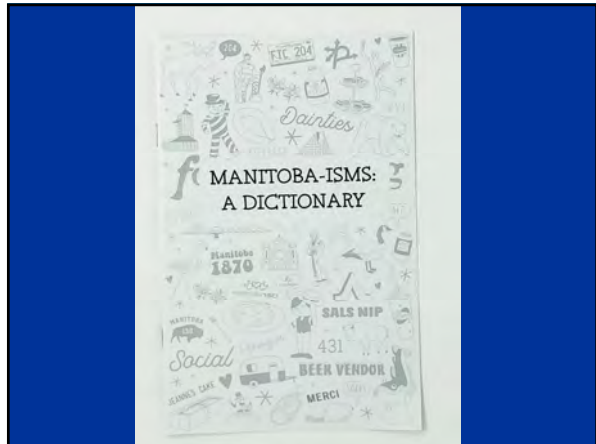
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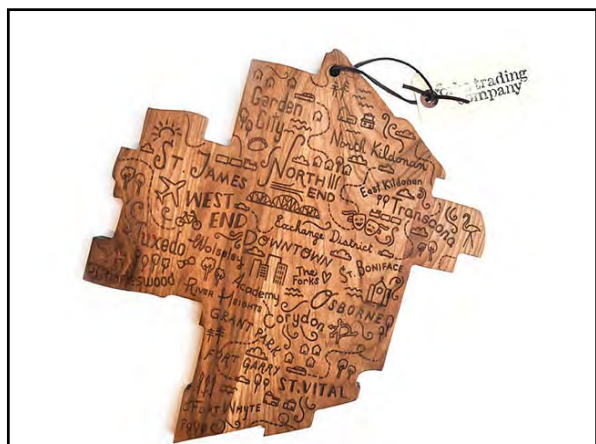
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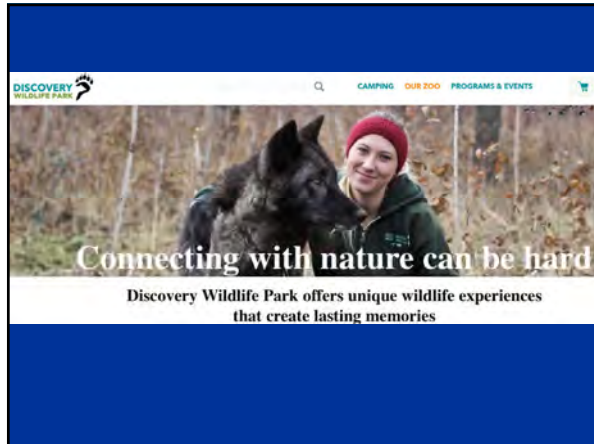
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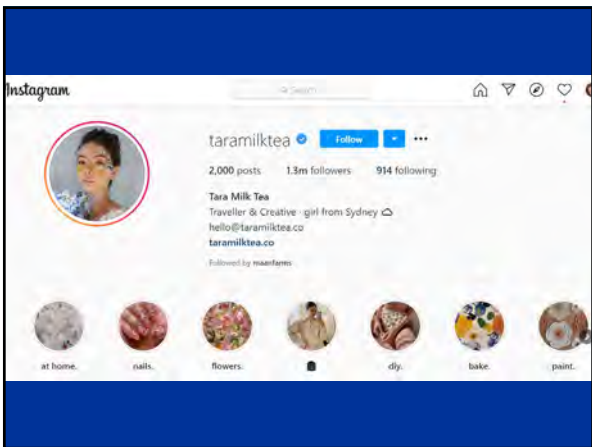
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Discover the scariest corn maze in Canada and "pitch black" horror near Vancouver



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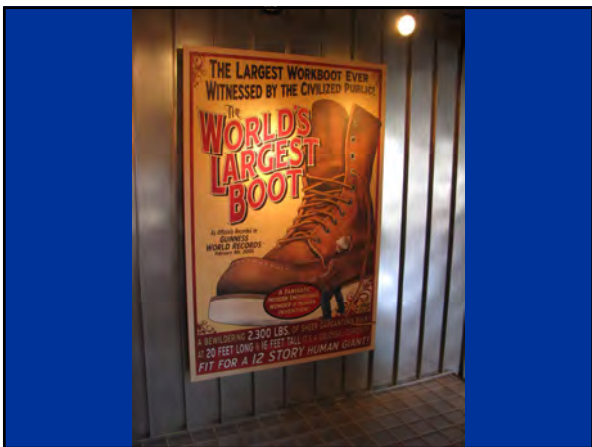
Creating Monuments

- ✓ *Like Mount Rushmore in your business*
- ✓ *Must be large & unusual*
- ✓ *Must capture consumer attention*
- ✓ *Attracts media, too*

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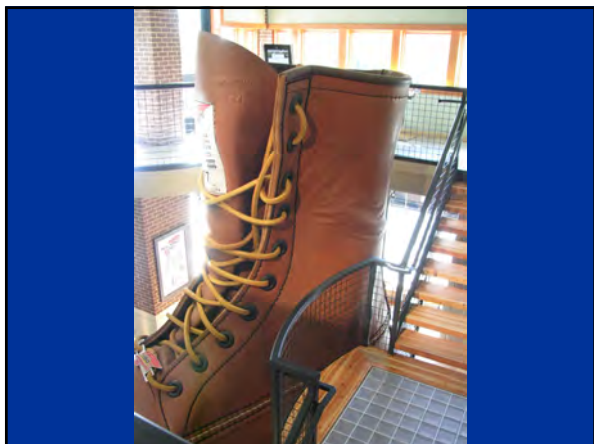
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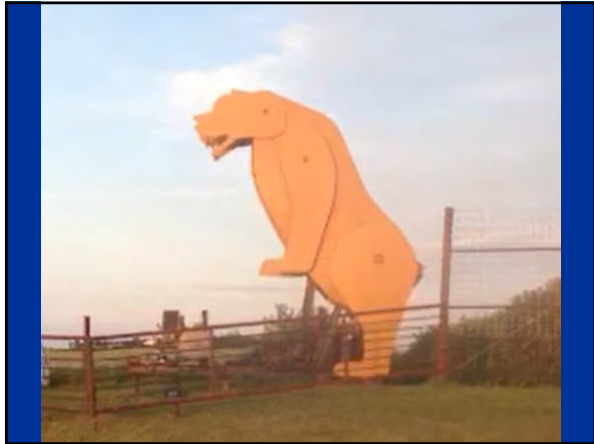
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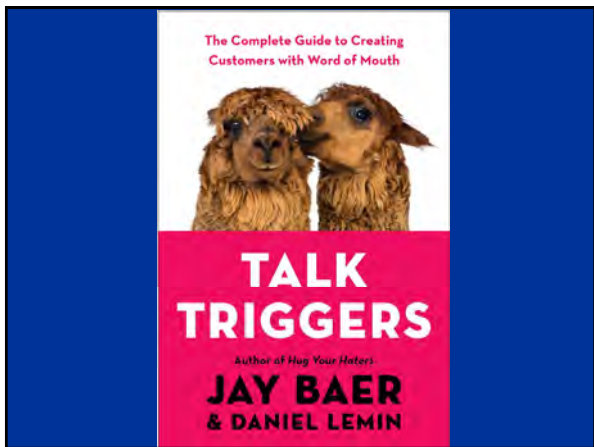
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Key Takeaways: Lesson 5 – Product Spotlighting

1. Free publicity is 12 times more believable than advertising to consumers when compared side-by-side. It's important that you develop a strategy to capture free publicity.
2. Product Spotlighting is a method to capture the attention of consumers and the media with your products. It is a more effective marketing technique than claiming your business has the best selection or the best prices, even if either is true.
3. When you use a Micro-Niche product line, a Signature Item, or a Monument, you will likely attract the attention of both consumers and the media. The media will perceive your product uniqueness and sense there's a story that can be written or broadcast that will help them fill their upcoming deadline.
4. Product Spotlighting isn't a requirement for any business, but it appears again and again in the business models of successful Destination Businesses.
5. Don't get discouraged if your business doesn't immediately receive free publicity. If your business is Unique, keep looking for publicity opportunities and they will happen.

What's Your Most Important Takeaway from this Lesson?

PARTICIPANT EXERCISE: LESSON 5

**Jon Schallert: *Capturing Consumer & Media Attention*
*Using Product Spotlighting***

Training Time: 26:31

1. Write down your most memorable time when your business received free publicity?

2. Has your business ever received free publicity from the media that was based on your product offering? If so, describe that time.

3. What ideas do you now have to create a Micro-Niche Product line in your business?

PARTICIPANT EXERCISE: LESSON 5

Jon Schallert: *Capturing Consumer & Media Attention Using Product Spotlighting*

4. What ideas do you now have to create a Signature Product in your business?

5. From the video, did you come up with any ideas for creating a Monument in your business?

6. Describe any product lines in your business that customers love to share on social media.

LESSON 5: JAY BAER

TITLE: *Increase Business with Word of Mouth*

Time: 30 minutes, 33 seconds



ABOUT THIS INTERVIEW:

Jay Baer, author of *Talk Triggers: The Complete Guide to Creating Customers with Word of Mouth*, discusses his work with businesses creating word of mouth marketing. He explains what it is and how independent business owners can create stories that customers will share over and over again, bringing in more and more business.

Jay explains his research around the following:

- The requirements of a “talk trigger”
- Five different types of talk triggers
- A step-by-step method to creating talk triggers
- Examples of successful and unsuccessful talk triggers

ABOUT JAY BAER:

Jay Baer, CPAE is an inductee of the Professional Speaking Hall of Fame, which has fewer than 200 living members. He is a 7th-generation entrepreneur, has published six best-selling books, started five multi-million dollar companies, and consults for many of the world’s largest brands. He puts this experience to work for every audience, delivering massively relevant and highly customized programs that help attendees grow their businesses by exceeding customer expectations at every turn.

Jay Baer, CSP, CPAE has spent 25 years in digital marketing and customer experience, consulting for more than 700 companies during that period, including 34 of the FORTUNE 500. His current firm – Convince & Convert – provides word of mouth, digital marketing, and customer experience advice and counsel to some of the world’s most important brands.

ABOUT DANIEL LEMIN, Co-Author of Talk Triggers

Daniel Lemin is a startup co-founder of Selectivor, trusted advisor and bestselling author on reputation management, digital marketing, and social media customer service. As an early member of Google’s global communications team Daniel led the launch of products in North America, EMEA, and Asia Pacific, and edited the Google Zeitgeist weekly research report featured in over 40 markets worldwide.

PARTICIPANT EXERCISE: LESSON 5

Jay Baer: *Increase Business with Word of Mouth*

Interview Time: 30:33

1. Does your business have any talk triggers now that cause customers to talk positively about your business and tell other customers about your company? If so, what are they?

2. Jay says that there are four criteria that make up a talk trigger: Remarkable, Repeatable, Reasonable, and Relevant. Using these criteria, can you now think of any new talk triggers you can implement in your business?

PARTICIPANT EXERCISE: LESSON 5

Jay Baer: *Increase Business with Word of Mouth*

3. Jay mentions that an accounting firm uses speed and responsiveness to create a talk trigger with all of their customers. In what ways can you create a talk trigger in your business using speed and responsiveness?

4. Jay says that a successful talk trigger happens when customers receive an experience from a company that they do NOT expect. Write down 1 idea for your business that would be unexpected to your customers that might create a talk trigger.

LESSON 6



Creating a Customer-Focused Company

Ideas are like rabbits. You get a couple, learn how to handle them, and pretty soon you have a dozen.

- John Steinbeck

**Creating Ultra-Services
& a Customer-Focused
Company**

**Jon Schallert, President
The Schallert Group, Inc.
www.DestinationUniversity.com**

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1

Key Objectives of this Video

- 1. Describing today's over-stressed customer**
- 2. How to create Ultra-Services that cement customer loyalty**
- 3. Examples of Ultra-Services available to all businesses**

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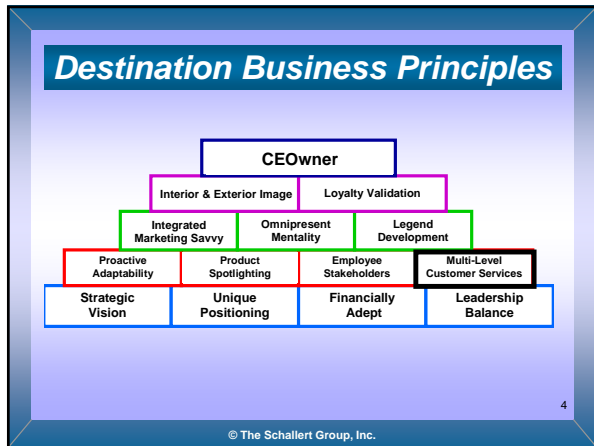
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Key Objectives of this Video

- 4. Examples of Ultra-Services during this pandemic**
- 5. The differences between customer service and customer-focus**
- 6. Becoming a Customer-Focused company**

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4

Extreme Customer Demands

- *Customers demand 24-7-365 assistance*
- *Those that meet these needs, get loyalty*
- *Puts huge pressure on independents to impress!*

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5

Extreme Customer Demands

- *Customers compare your company's service to the best customer experience they've ever had*
- *Now they have the method to complain: Social media*

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7

Extreme Customer Demands

- *Ultra-services almost always address saving time, providing convenience, & safety*
- *Now is when the customer is most in need!*

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Customer Ultra-Services

- ✓ *Delivery & shipping, especially in a crisis*
- ✓ *Customized changes*
- ✓ *Access at all times*
- ✓ *Longer hours of operation*
- ✓ *On-call employees*

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Customer Ultra-Services

- *After hours, limited hours, early morning hours*
- *Limited customers in store*
- *Shopping with appointment*
- *Appointments with Facetime & Instagram*

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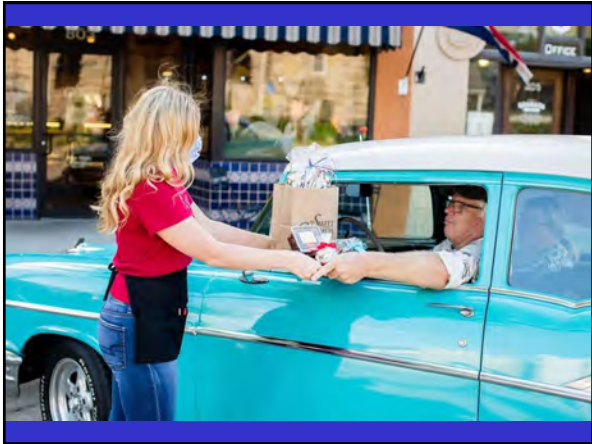
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Develop Your Ultra-Services

- *No contact options:*
- *Pickup, Curbside pickup, Curbside drop-off*
- *Call in & bring out to car, Call from parking lot*
- ***Services to fill the need!***

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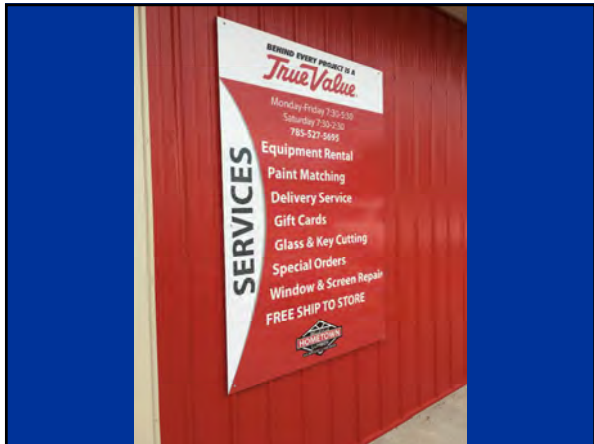
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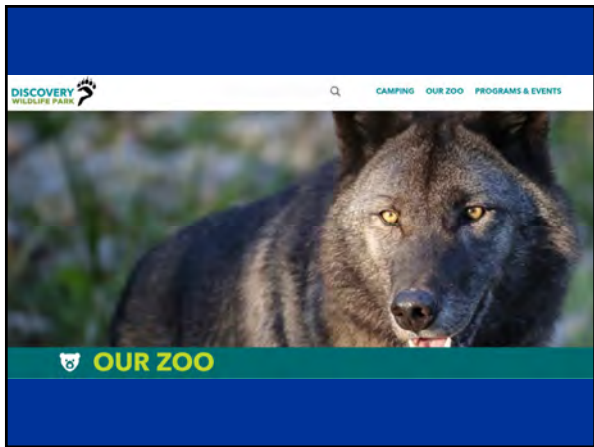
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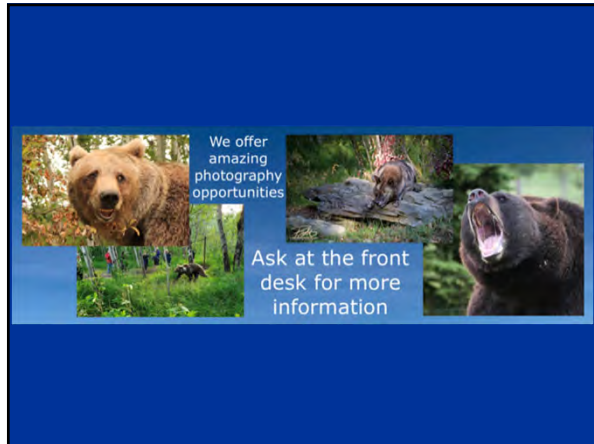
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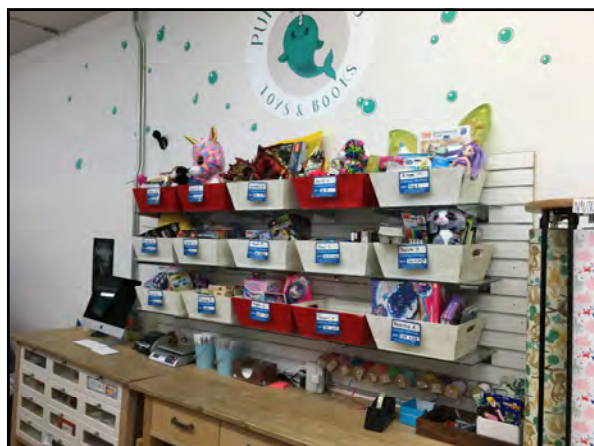
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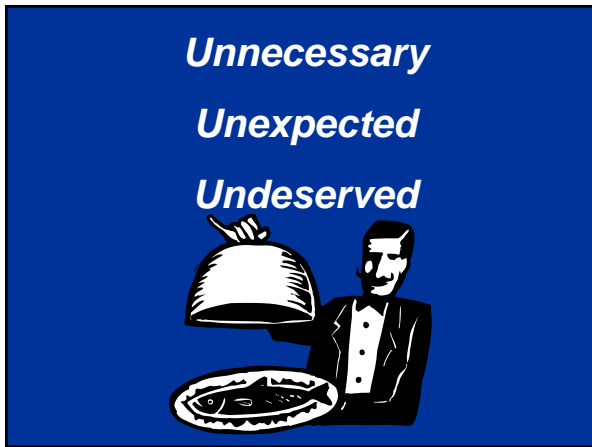
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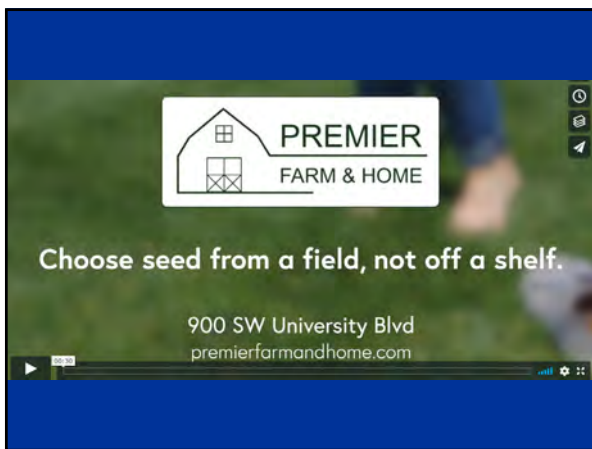
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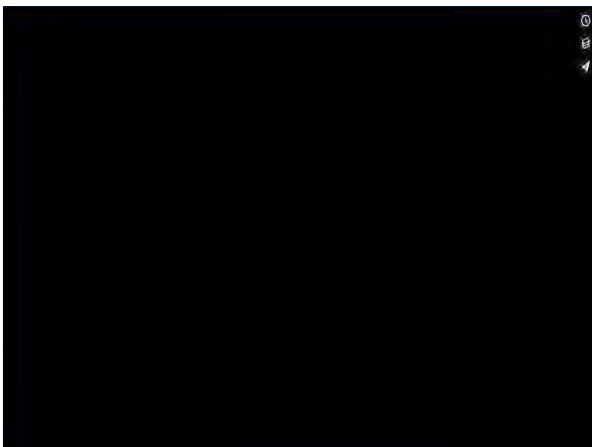
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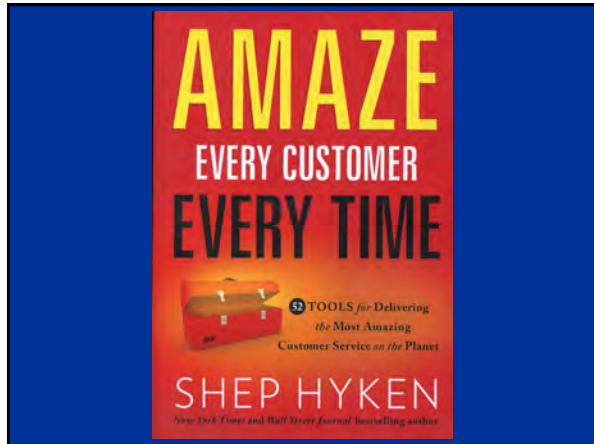
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The Customer-Focused Company

- *Howard Hyden*
- *Customer service involves interactions*
- *Customer-focus: Designing your company from the customer's perspective*

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The Customer-Focused Company

- *“Good customer service isn’t enough. You must be customer-focused.”*
- *Hours of operation designed for the customer’s needs, desires & emergencies*

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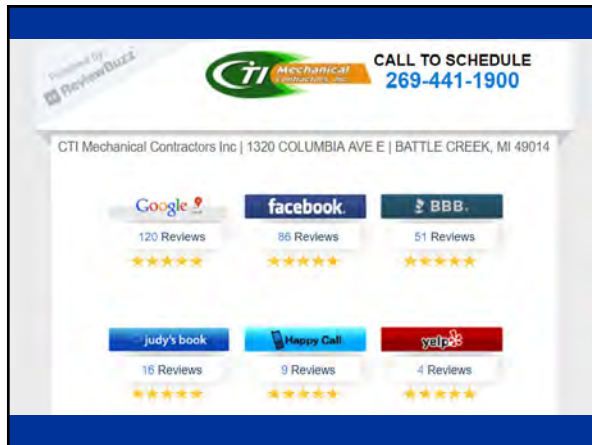
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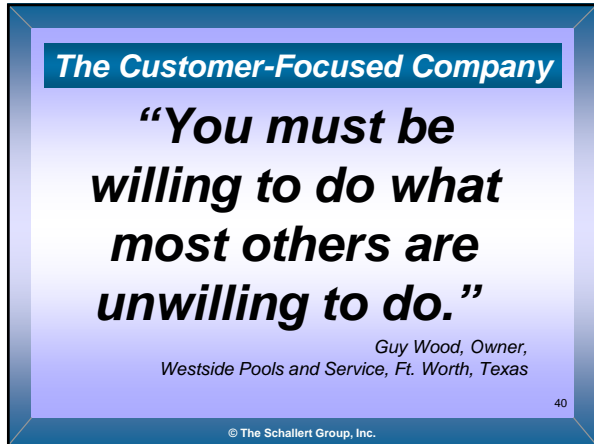
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Key Takeaways: Lesson 6 – Services & the Customer-Focused Company

1. Customers today compare your business and how you satisfy their service demands with the very best services they've received anywhere. You must recognize how high they set the bar with your business every time they walk in your door.
2. If you want to make your services extraordinary, create Ultra Services that save customers time and make it more convenient for them to spend money with your business.
3. Be especially aware of customers who are experiencing stressful situations because an Ultra Service that "Saves the Day" can be the reason customer loyalty skyrockets and positive word-of-mouth marketing spreads.
4. If you want to make your company extraordinary, look at what you can change in your company so that it's more Customer-Focused. Ask your customers what it would take for them to see your company as Awesome.

What's Your Most Important Takeaway from this Lesson?

Email from Chad Kyger, owner, CTI Mechanical Contractors,
on the development of his company's Customer-Focus philosophy:

Ever since we started in business in 1998, we have kept a couple installation job openings every week so we could respond expeditiously in an emergency, i.e. elderly housebound people, daycares, time-sensitive real estate transactions, et cetera.

Once we became a little more established in the area and had more people working, we decided to keep the service schedule very light during extreme weather so we could help when others couldn't.

We pick up numerous customers during every heat wave, cold snap, and power outage by being johnny-on-the-spot for everyone who is hearing "we're two weeks out" from their former provider.

Most of these people appreciate the exceptional level of service we provide and they remain our customers.

We try to do business on our customers' terms, and in turn, we get to be heroes on a regular basis.

We've gone from just me in an 86 ½ Nissan pickup to 23 people in a fresh fleet of vehicles.

PARTICIPANT EXERCISE: LESSON 6
Jon Schallert: *Creating Ultra-Services*
& a Customer-Focused Company

Interview Time: 20:07

1. Ultra-services almost always involve saving a customer time and making it more convenient for today's busy customers. What ideas do you now have for creating Ultra-Services in your business? Write down as many as you can think of.

2. Think of a time when you provided a service for a customer that was unnecessary, unexpected, and undeserved. Write down what you or someone in your company did for a specific customer, what subsequently happened, and be prepared to share this.

PARTICIPANT EXERCISE: LESSON 6

Jon Schallert: *Creating Ultra-Services & a Customer-Focused Company*

3. Knowing that customers want 24-7 attention and service, what are ways your business could alter its hours of operation to bond more customers to your business?

4. Think of the changes that the pool and the air conditioning companies made to “save the day” for their existing customers and “be a hero” to them. What new ideas do you now have for making your company more Customer-Focused?

LESSON 6: SHEP HYKEN

TITLE: *Tools to Provide Amazing Customer Service*

Time: 22 minutes, 36 seconds



ABOUT THIS INTERVIEW:

Shep Hyken, author of *Every Customer Every Time: 52 Tools for Delivering the Most Amazing Customer Service on the Planet*, explains what it means to amaze your customers and shares his favorite tools for independent business owners.

In this interview, Shep specifically addresses:

- How customer amazement sets companies apart
- How to amaze your customers by amazing your employees
- Seven principles of amazement and how they relate to each other

ABOUT SHEP HYKEN:

Shep Hyken is a customer service and experience expert and the Chief Amazement Officer of Shepard Presentations. He is a *New York Times* and *Wall Street Journal* bestselling author and has been inducted into the National Speakers Association Hall of Fame for lifetime achievement in the speaking profession.

Shep works with companies and organizations who want to build loyal relationships with their customers and employees. His articles have been read in hundreds of publications, and he is the author of *Moments of Magic®*, *The Loyal Customer*, *The Cult of the Customer*, *The Amazement Revolution*, *Amaze Every Customer Every Time* and *Be Amazing or Go Home*. He is also the creator of The Customer Focus™, a customer service training program which helps clients develop a customer service culture and loyalty mindset.

In 1983 Shep founded Shepard Presentations and since then has worked with hundreds of clients ranging from Fortune 100 size organizations to companies with less than 50 employees. Some of his clients include American Airlines, AAA, Anheuser-Busch, AT&T, AETNA, Abbott Laboratories, American Express – and that's just a few of the A's!

PARTICIPANT EXERCISE: LESSON 6

Shep Hyken: *Tools to Provide Amazing Customer Service*

Interview Time: 22:36

1. Shep defines Amazement as creating: “Predictable and consistent above average experiences” that are delivered to your customers. Think about your existing business and write down as many ways you and your employees bring Amazement to your customers.

2. Talk about Shep’s “Employee Golden Rule”: “Do unto your employees as you want done unto your customers”. What do you like or dislike about this principle, and how do you make your existing employees feel valued?

PARTICIPANT EXERCISE: LESSON 6

Shep Hyken: *Tools to Provide Amazing Customer Service*

3. Shep says that the 5 stages of a customer's experience are:

- a. Moments of Magic
- b. Moments of Truth
- c. Moments of Misery
- d. Moments of Mediocrity
- e. Moments of Amazement

What are the ways you currently address the Moments of Misery, when a customer has a complaint, and turn it around to a Moment of Amazement?

4. Shep says that you don't have to have an official leadership title to "act like you own the place." How do your best employees take responsibility for the customer experience and act "like they own the place"?

LESSON 6: HOWARD HYDEN – SUPPLEMENTAL INTERVIEW

TITLE: *Creating a Customer-Focused Company*

Time: 37 minutes, 37 seconds



ABOUT THIS INTERVIEW:

Jon Schallert interviews Howard Hyden, President of the Center for Customer Focus, on the specific steps every business can take to gain a competitive advantage by using a customer focus strategy. The following topics are discussed in this interview:

- What is a customer-focused company?
- Why great customer service doesn't give you a strong competitive advantage
- Why it's important to "Ask the customer what awesome would be"
- Why people on your staff who never interact with customers need to be thinking about customer-focus

ABOUT HOWARD HYDEN:

Howard Hyden is nationally recognized as the leading authority in helping companies become Customer Focused. As a corporate executive, entrepreneur, keynote speaker, workshop facilitator, author and president of The Center for Customer Focus, he assists organizations to begin making profound transformations. He has inspired change at companies worldwide including Del Webb, 3M, Wells Fargo, and Dunn & Bradstreet.

Howard Hyden served as a senior marketing executive for a Fortune 100 company and directed research and development of strategies for transforming the entire organizational culture into a Customer Focused one. He did this by conducting interviews at some of the nation's most prestigious business schools--Stanford, Harvard, Duke, and Kellogg--as well as at several major corporations.

Howard Hyden has spoken at numerous conferences including the prestigious *Inc. Magazine's* annual conference on "Growing Your Business." He has shared the platform with Stephen Covey, Tom Peters, Peter Ueberoth, and others.

PARTICIPANT EXERCISE: LESSON 6 – SUPPLEMENTAL
Howard Hyden: *Creating a Customer-Focused Company*
Interview Time: 37:37

1. Howard says customer service and customer focus are not the same thing. In what ways is your business customer-focused?

2. Do you have a unique competitive advantage? Remember: It's NOT your customer service, according to Howard.

3. Howard suggests adding value on top of the products you offer. What are some ways you can add value in your business?

PARTICIPANT EXERCISE: LESSON 6 – SUPPLEMENTAL
Howard Hyden: *Creating a Customer-Focused Company*

4. In what ways are your hours of operation tailored to your customers? Are there ways you could expand them to be more customer-focused?

5. Howard talks about the effect of age and gender on customer-focused companies. What new ideas do you now have for improving this in your company?

LESSON 7



Marketing Your Destination Business

*Success is going from failure to
failure without loss of enthusiasm.*

- Sir Winston Churchill

**Marketing Your
Destination
Business**

**Jon Schallert, President
The Schallert Group, Inc.
www.DestinationUniversity.com**

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1

Key Objectives of this Video

- 1. Understanding the Top 3 principles of advertising**
- 2. How to use the 5 forms of High Integrity Media**
- 3. Review the 5 Indispensable Marketing tools for a Destination Business**

2

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2

Destination Business Principles

CEOwner			
Interior & Exterior Image		Loyalty Validation	
Integrated Marketing Savvy	Omnipresent Mentality	Legend Development	
Proactive Adaptability	Product Spotlighting	Employee Stakeholders	Multi-Level Customer Services
Strategic Vision	Unique Positioning	Financially Adept	Leadership Balance

3

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3

Top 3 Advertising Principles

1. It takes 10 – 16 times the money to get a new customer than it costs to bring an existing customer back

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Top 3 Advertising Principles

2. Every ad either helps or hurts your Unique Positioning

3. It takes an advertising message a minimum of 8-12 times to impact a consumer

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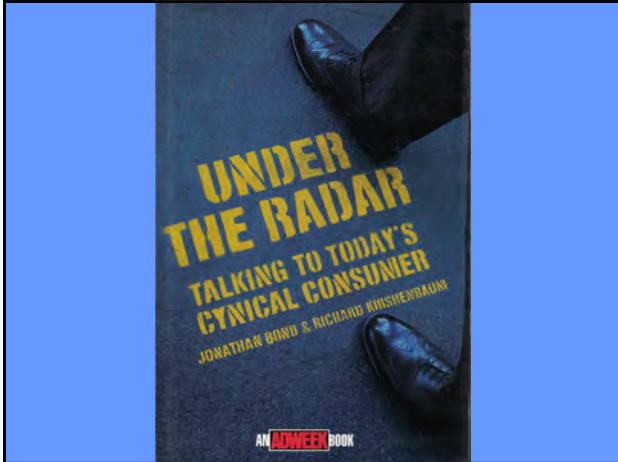
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Traditional Media

- *Print*
- *Direct mail*
- *Radio and television*
- *Specialty products*
- *Billboards*
- *Email marketing*

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7

“High Integrity” Media

- *Word-of-mouth*
- *Testimonials*
- *Referrals*
- *Internet & social media*
- *Public relations (12X)*

“High Integrity Media”, as detailed in *Under the Radar: Talking to Today's Cynical Consumer* by Jonathan Bond & Richard Kirshenbaum

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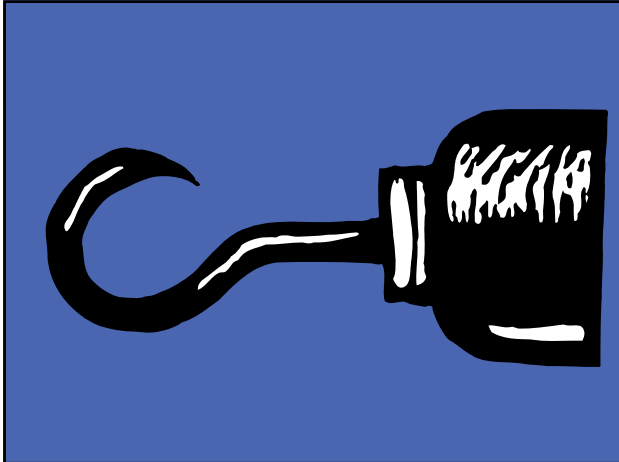
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Top 3 Advertising Principles

1. It takes 10 – 16 times the money to get a new customer than it costs to bring an existing customer back

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9



10



11

Indispensable Marketing Guide

- *Changeable website with blog component*
- *Google My Business*
- *Facebook*
- *Fivestars loyalty program*
- *DataAxle.com*

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13

Websites & Blogging

- *Websites with a blog: Creates search engine optimized pages with each post*
- *Wordpress: Most powerful*
- *Instasite (uses Facebook)*

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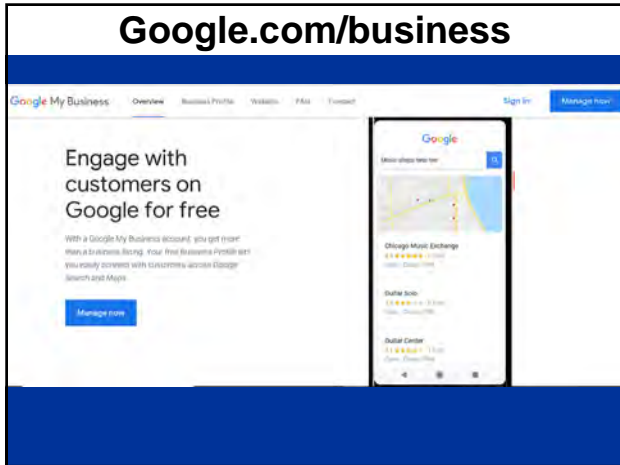
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InstaSite: Facebook to Website

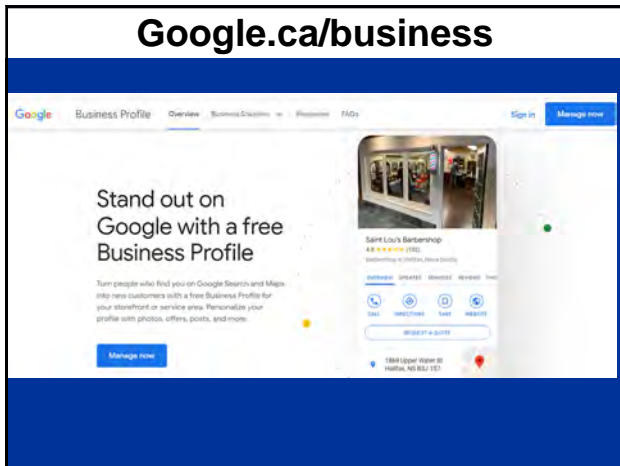
- *Converts your Facebook page into a search engine optimized website*
- *\$30/month, \$300/year*
- *Contact information is in our Indispensable guide*

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16



17

Using Google My Business

- *Once set up, you can enhance your business listing*
- *Photos, videos & real-time updates*
- *Provide service to customers and ask for a recommendation*

18

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18

Using Google My Business

1. Go to *Google.com/business*
2. Search for your business name
3. Click "Write a Review"
4. Ask them to use your city, state, and company name

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19

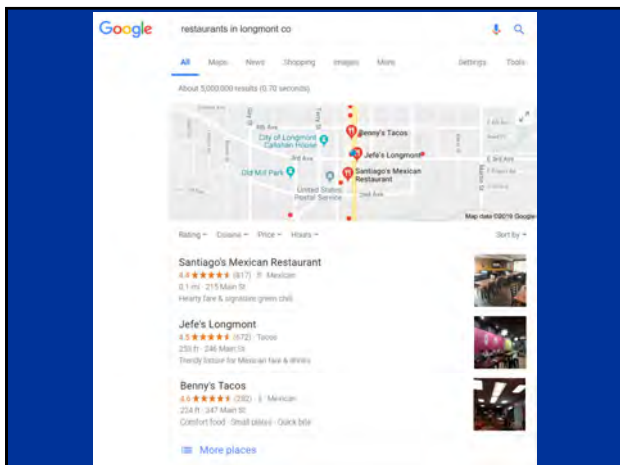
Using Google My Business

5. ...and other key business phrases in their review that will elevate your search engine rankings

- Top 3 ranked businesses will appear at the top of the page

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20



21

Newest Facebook Update

- The number of Likes your business has means nothing!
- Create: “Meaningful social interactions” where opinions are solicited & received
- Sharing without comments now has less value

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22

The Facebook Pixel

- Critical addition to your website if you’re using Facebook
- Tracks activity that comes to a website from Facebook ads
- Connect with those prospects for 180 days!

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Using Facebook Effectively

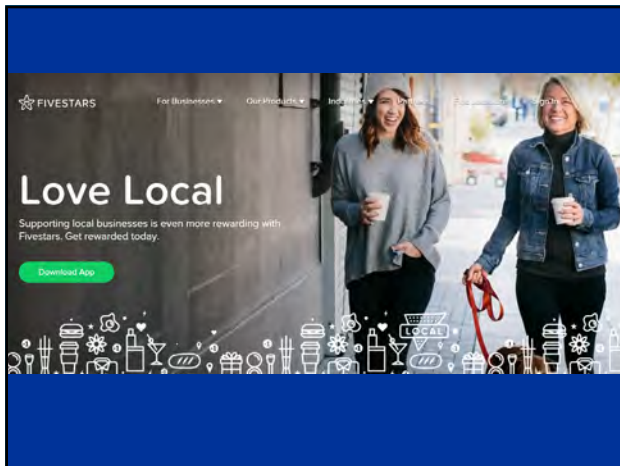
- 1st : Boost the post. This is the easiest but least targeted
- 2nd : Ads Manager
- 3rd : Facebook Live
- 4th : Create Events

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27

Fivestars: Loyalty Rewards

- *Minimum 50 customers per week*
- *Must have Wi-Fi in your business*
- *Engages new customers nearby, automatically*

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Fivestars: Loyalty Rewards

- *Currently showing over 5 new visits from every customer in the first year*
- *Easy to do a video conference to preview its benefits*

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29

Get.Fivestars.com/Destination

Preferred Fivestars pricing for Jon Schallert's clients!

Schedule your demo with Fivestars below.

Business Name:

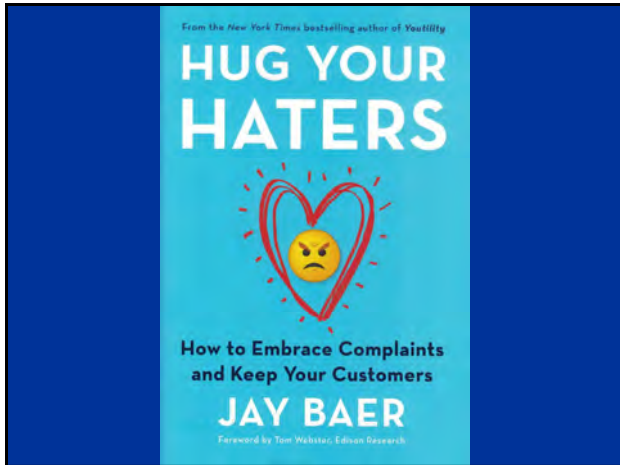
Your Name:

Your Mobile Number:

Business Phone Number:

Email:

30



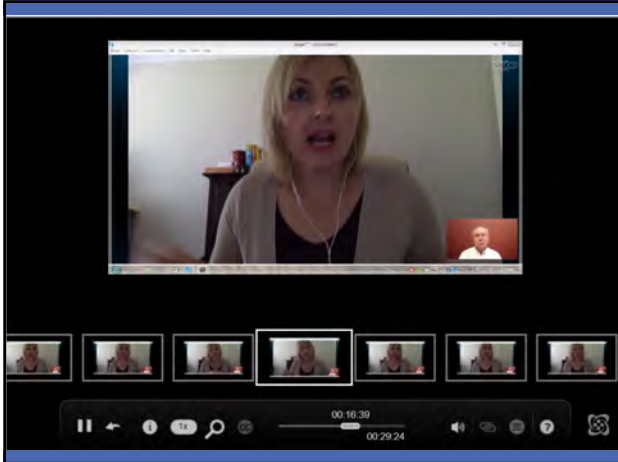
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Key Takeaways: Lesson 7 – Marketing

1. Determine who are your Top 10% Customers and go after them. You're likely to find that there won't be enough of them inside your local marketplace, and you'll have to go outside your local "Time Zone" to find more.
2. Remember that it takes 10-16 times the money to bring in a new customer, versus bringing an existing customer back. Plan for capturing database information from customers to bring them back for an extra unplanned visit.
3. There are so many marketing tools that you can use, but it's important to make sure your foundational marketing tools are in place that spread word-of-mouth, utilize the internet and social media, and generate free publicity.

What's Your Most Important Takeaway from this Lesson?

PARTICIPANT EXERCISE: LESSON 7
Jon Schallert: *Marketing Your Destination Business*

Interview Time: 32:47

1. Right now, what are your best forms of marketing that cost the least and bring the most profitable customers into your business?

2. Thinking of Jon's marketing suggestions in the video, what new marketing ideas and marketing tools are you going to consider using?

3. How do you currently capture database information from your customers so you can invite them back to your business for an additional visit?

PARTICIPANT EXERCISE: LESSON 7

Jon Schallert: *Marketing Your Destination Business*

4. How are you currently capturing testimonials from customers who make positive comments about your business? Whether you are or aren't capturing testimonials now, be prepared to share the top comments you frequently hear from your customers that you should be collecting.

5. How are you currently using Google to grow your business?

6. In what ways are you currently using Facebook to grow your business? In what ways would you like to start using Facebook, after listening to the video?

Jon Schallert's Indispensable Marketing Tools for Destination Businesses

1. Businesses today must have a search engine optimized, easily-changeable website with a blog component.

The top two website softwares that I recommend are Wordpress and Instasite.

Wordpress is the most powerful, easily used software that allows you to have a custom-looking website with a blog component to it. There is a free and a paid version of Wordpress, and the version you pay for is the more powerful.

Instasite is less powerful but simpler. It is perfect for an owner who does not have a website, but who has a business Facebook page. Instasite converts your Facebook page to a functional, search engine optimized site in minutes. Additionally, the price is affordable at \$30 per month, or \$300/year.

For help with your Wordpress website or setting up an Instasite, contact:

Elizabeth Collins, President, Webcom Resources
913-370-7373
elizabeth.collins@webcomresources.com
www.webcomresources.com

2. Business owners today must also capitalize on the power of Google My Business.

Google My Business allows you to set up business pages where customers can post positive reviews about your business. Once the reviews are posted, positive reviews can help elevate your company in the search engines.

To get customers to submit a review to your Google My Business page, tell them to:

- a) Go to [Google.com/business](https://www.google.com/business)
 - b) Search for your business name
 - c) Click “Write a Review”
 - d) Ask them to use your city, state, and company name in the review, along with other key business phrases that are significant to the product you sell, and their review will help elevate your search engine ranking.
 - e) Only the top 3 ranked businesses will appear at the top of a Google search, primarily impacted by the reviews a business has collected.
3. Facebook, using Facebook Live videos, Facebook’s Ads Manager, and promoting Events in Facebook.

In the past, posting on Facebook had a 2.6% organic reach. Now, it’s closer to 0% with Facebook’s recent algorithm changes!

What this means is that you must now pay to reach your targets and those who have Liked your page. Essentially, the number of Likes your business has means nothing!

When running a Facebook ad:

- a) Ignore boosting your post! It’s the easiest to do, but the least targeted and least powerful
- b) Instead, promote your Facebook ads in the Ads Manager area of Facebook.
- c) Start using Facebook Live videos. These videos receive priority over every other video format, so use Facebook Live videos whenever possible.
- d) Finally, create Events on Facebook as often as you can because Events are freely promoted through Facebook, and you can track who clicks on the “Interested” or “Going” buttons for 180 days.

4. For business owners who want to target consumers with pinpoint accuracy, there's nothing better than using DataAxle.com. DataAxle.com operates as DataAxleUSA.com and DataAxleCanada.ca.

DataAxle.com is the largest consumer and business database company in North America. Targeting with direct mail and a database list that clones your existing customers is one of the most powerful, neglected marketing tools.

Jon Schallert's clients receive a 30% discount on most mailing list orders by mentioning that you heard about DataAxle.com from Jon. When you call, contact the representative below if you want your 30% discount (applicable on most lists):

Steve Cho, Senior Account Executive
DataAxle.com
402-836-1441
steve.cho@dataaxle.com

5. Want to bring customers in your doors more often? Use Fivestars, the #1 customer loyalty Incentive program.

Our business contact at Fivestars is Colin Johnson. He provides our clients with preferred pricing, no installation fees, and a video conferencing demonstration of the Fivestars program. **IF YOU CALL FIVESTARS AND TALK TO SOMEONE OTHER THAN COLIN, YOU WILL LIKELY BE CHARGED A HIGHER COST THAN OUR CONTACT AT FIVESTARS.**

Also, you should know that Jon Schallert and The Schallert Group receive no commission of any kind on your participation with Fivestars. Our only purpose in giving you Colin's information is for you to receive the best available pricing for this powerful program.

To contact Colin, call 240-707-0047, or email colin.johnson@fivestars.com.

You can also go directly to this webpage and type in your information. Colin receives all inquiries sent through this page: *Get.Fivestars.com/Destination.*

LESSON 7: JAY BAER

TITLE: *Loving the On-line and Off-line Complainers*

Time: 20 minutes, 48 seconds



ABOUT THIS INTERVIEW:

Jay Baer, author of *Hug Your Haters: How to Embrace Complaints and Keep Your Customers*, discusses his research and case studies on addressing customer complaints and turning your “haters” into raving fans. In this interview, Baer stresses that the worst thing you can do is to ignore customer complaints and that empathy goes a long way. He outlines specific steps that independent business owners can take to gain raving fans from haters and their audiences, too!

ABOUT JAY BAER:

Jay Baer, CPAE is an inductee of the Professional Speaking Hall of Fame, which has fewer than 200 living members. He is a 7th-generation entrepreneur, has published six best-selling books, started five multi-million dollar companies, and consults for many of the world’s largest brands. He puts this experience to work for every audience, delivering massively relevant and highly customized programs that help attendees grow their businesses by exceeding customer expectations at every turn.

Jay Baer, CSP, CPAE has spent 25 years in digital marketing and customer experience, consulting for more than 700 companies during that period, including 34 of the FORTUNE 500. His current firm – Convince & Convert – provides word of mouth, digital marketing, and customer experience advice and counsel to some of the world’s most important brands.

PARTICIPANT EXERCISE: LESSON 7

Jay Baer: *Loving the On-line and Off-line Complainers*

Interview Time: 20:47

1. What do you think of Jay's idea to "embrace complaints"?

2. How has your experience been of what Jay calls "on-stage" haters of "off-stage" haters?

3. How does your company typically respond to negative reviews or complaints from customers?

PARTICIPANT EXERCISE: LESSON 7

Jay Baer: *Loving the On-line and Off-line Complainers*

4. Jay talks about creating an SLA, a “Service Level Agreement” that sets the standards for how your company responds to complaints. What ideas do you have for creating a “Service Level Agreement” for your company?

5. Which of Jay’s suggestions on responding to complaints and haters did you like best and why?

LESSON 7: BERNADETTE JIWA – SUPPLEMENTAL INTERVIEW

TITLE: *Telling Your Story to Grow Your Business*

Time: 25 minutes, 17 seconds



ABOUT THIS INTERVIEW:

Bernadette Jiwa, Branding Expert, joins Jon Schallert from her office in Australia to talk about how your independent business can employ some of the branding secrets of the world's top companies. Here are additional points discussed in this interview with Jon:

- Why the company that “Tells the best story wins”
- Why people like to “connect with the face behind the brand”
- The importance of business leaders empowering their employees to achieve customer loyalty
- The keys for connecting with top customers
- The major mistakes businesses make with social networking review sites like Yelp and Trip Advisor
- Why getting people to buy now is less important than helping people believe in your product or service for a lifetime
- Why it might be time to “stop advertising”
- How business owners can use Bernadette’s “Difference Model” to their advantage
- Advice on how independent business owners can immediately improve their marketing power and connect better with their customers and prospects

ABOUT BERNADETTE JIWA:

Bernadette Jiwa is a business advisor, keynote speaker and bestselling author of eight #1 Amazon Bestsellers. She was named by Smart Company as a Top Business Thinker 2018, and recognized as an expert on story skills and the role of storytelling in marketing and business development.

Bernadette’s blog was voted Best Australian Business Blog in 2012. Smart Company names it one of Australia’s 20 Best Business Blogs in 2014. It topped the list in 2016. Seth Godin listed it as one of the marketing blogs he reads.

Bernadette advises, consults with and speaks to Fortune 500 companies, startups, entrepreneurs and business leaders from around the world, helping them to build meaningful brands that matter to their customers.

She has created brand names, communication and innovation strategies and brand stories that helped to launch and evolve bold ideas – from football boots to a medical journal, businesses to blogs, books to Kickstarter projects, non-profits and more.

PARTICIPANT EXERCISE: LESSON 7 – SUPPLEMENTAL
Bernadette Jiwa: *Telling Your Story to Grow Your Business*
Interview Time: 25:17

1. Bernadette explains that we don't enjoy fortune cookies because of how it is as a cookie, rather we enjoy it because there's an experience connected with it. What experiences does your company provide for your customers?

2. Bernadette says empowering your employees is critical to customer loyalty and telling your story. How have you empowered your employees to help customers on their own, without getting you involved?

PARTICIPANT EXERCISE: LESSON 7 – SUPPLEMENTAL

Bernadette Jiwa: *Telling Your Story to Grow Your Business*

3. Bernadette talks about the importance of giving a business a personality when she references the iced coffee company. Does your company have a personality and an attitude, and if so, how would you describe it?

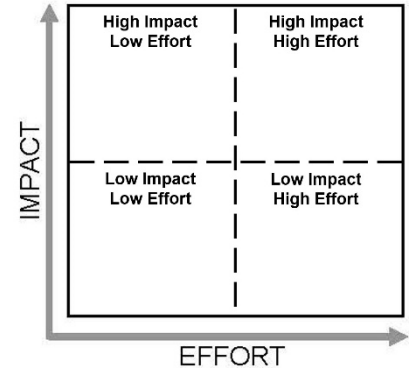
4. The definition of empathy is “the ability to understand and share the feelings of another”. Bernadette says that empathy is the most important way we can connect to customers. How do you and your employees show both new and existing customers empathy?

DESTINATION TRAINING IMPACT / EFFORT COMMITMENT

Write down three (3) specific business goals that you are going to implement. Write each goal in the 3 numbers spaces below, with the month and year when you are committing to make this change. Bring this completed sheet with you to the last class.

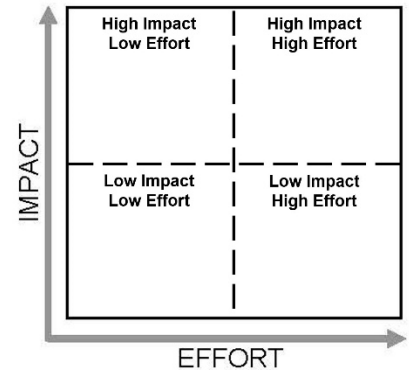
1. By _____(month), _____ (year)

I am going to accomplish this business goal: _____



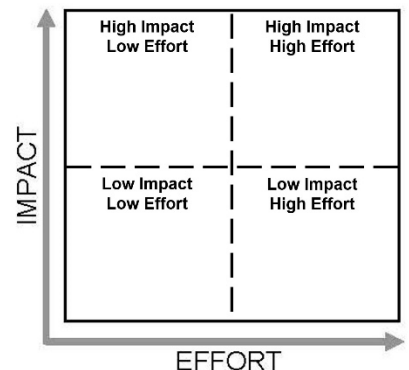
2. By _____(month), _____ (year)

I am going to accomplish this business goal: _____



3. By _____(month), _____ (year)

I am going to accomplish this business goal: _____



NAME: _____ EMAIL: _____

BUSINESS: _____ DATE: _____

LESSON 8



Collective Marketing

*One step by 100 persons is better
than 100 steps by one person.*

- Koichi Tsukamoto

**Collective Marketing:
Everyone Plays a
Bigger Game**

**Jon Schallert, President
The Schallert Group, Inc.
www.DestinationUniversity.com**

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1

Key Objectives of this Video

- 1. Understanding the advantage of collective marketing as a group**
- 2. Examine the top collective marketing tools to use**
- 3. Looking at best-practice examples**

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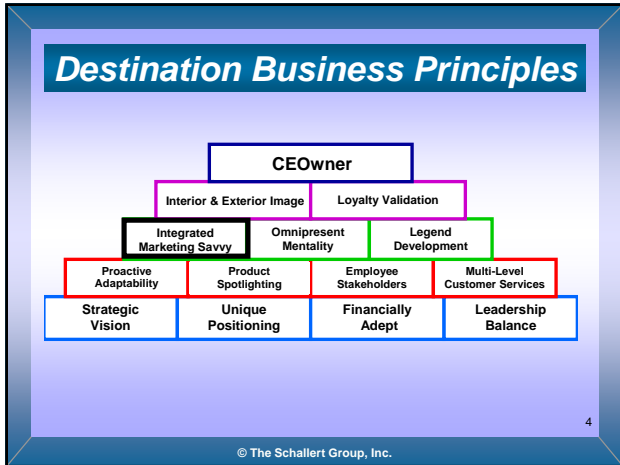
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Key Objectives of this Video

- 4. Using cross promotions and bounce-back promotions effectively**
- 5. Taking advantage of Obscure Holidays and Birthdays to capture free publicity**

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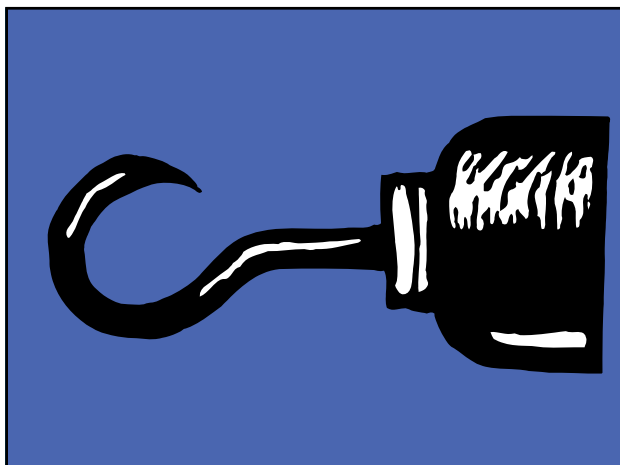
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Top 3 Advertising Principles

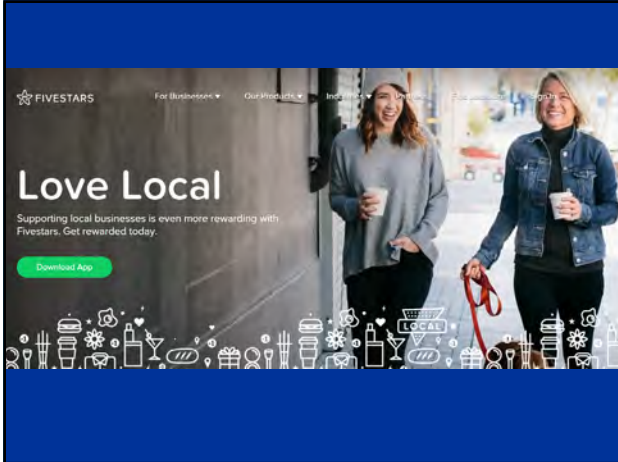
It takes 10 – 16 times the money to get a new customer than it costs to bring an existing customer back

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5



6



7

Collective Marketing

- *Creating a collective database*
- *Collect customer information in multiple businesses and compile names together*

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8



9

Collective Marketing

- *Come back and email (or text) the collective list*
- *The individual business participating benefits much more with the group collection effort*

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10

ON THE BORDER *join* **CLUB CANTINA**

Let's get the party started! Join now and receive an email offer for Free Queso or Sopapillas!

First Name Please write legibly and use all capital letters

Last Name

Email Address Some employers block external email. Consider using your personal email address.

Continue email address on second line if needed.

Birthday Month Day Year Zip Code Cell Phone (to receive mobile messages & offers)

How often do you visit On The Border?

- 1st Time
- Less than once per month
- At least once per month
- At least once per week

At On The Border, we promise to not sell, rent or distribute your information. You must be 18 years or older to join. By providing your email address and/or cell phone number, you are opting-in to receive emails and/or text messages from our company. Cell phone number is optional. Standard text rates apply. You may ask to stop receiving emails and/or text messages from us at any time.

11

2009 SUMMER TOUR

ABCE 33

EVENT TOUR

ADVENTURES IN FUN AND PRIZES

LIVE MUSIC

T-SHIRTS

BEER

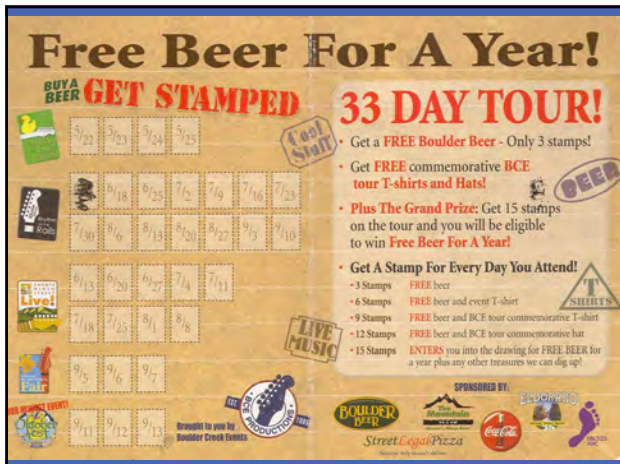
PASSPORT

To 33 Days Of Fun & Prizes In Boulder County

12



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**Friday & Saturday ~
November 2nd & 3rd**

Twelve fabulous merchants to visit,
wonderful things to see and taste and
TWELVE winners!

Pick up your card at BELLA in La Grande or Baker City,
visit eight or more participating merchants and
be entered to win one of twelve gift certificates.

J Tabor Jewelers	Peterson's Chocolatier
Geiser Grand Gift Shop	NEW! The Trailhead
Tawny's Toy Box	MADHabit
Hearts & Petals	No. 1911
Queen City Modern	BELLA Main St. Market
Cody's General Store	Sycamore Tree

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EVENTS ABOUT US WHAT'S NEW BUSINESS DIRECTORY CONTACT US

havana STREET

Tuesday, August 27, 2019 6 p.m. - 8 p.m. FREE

**Tunisia in Concert & Ice
Cream Social On
Havana Street in the
Rose Garden**



23



24

Effective Cross Promotions

- *Different businesses with similar Top 10% Customers businesses help customers move from one business to another by promoting each other*

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25

Bounce-back Promotions

- *Entice customer for an unplanned return visit*
- *Market to customers during high traffic time periods*

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26

Bounce-back Promotions

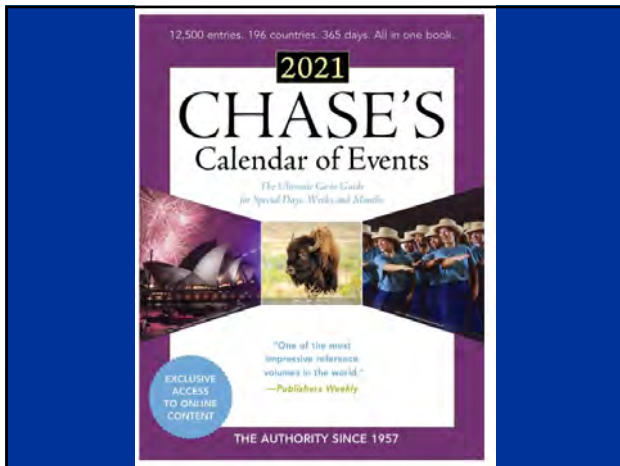
- *And drive customers back to your business during low traffic times*
- *Helps even out revenue during off-season times*

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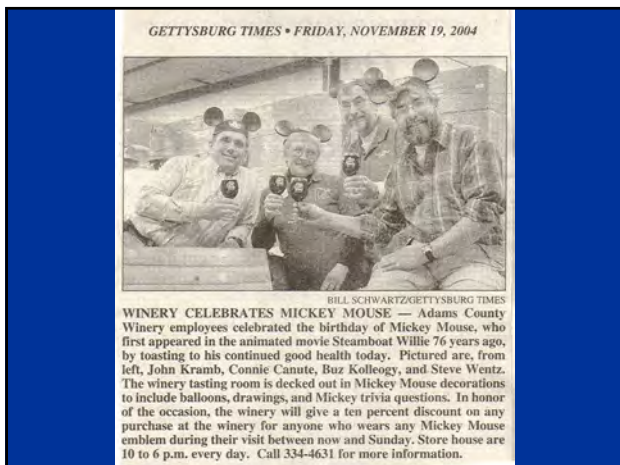
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Destination Creation Course Recommended Books and Interview List

The following books and authors are mentioned in Destination Creation Course.

INTERVIEWS AND AUTHOR BOOKS:

- | | | |
|--------------------|---|----------------------------|
| ➤ Jay Baer | <i><u>Hug Your Haters: How to Embrace Complaints and Keep Your Customers</u></i> | Lesson 7 |
| | <i><u>Talk Triggers: The Complete Guide to Creating Customers with Word of Mouth</u></i> | Lesson 5 |
| ➤ Marti Barletta: | <i><u>PrimeTime™ Women: How to Attract, Convert, and Keep Boomer Big Spenders</u></i> | Lesson 4
& Lesson 4 (S) |
| ➤ Andy Core: | <i><u>Change Your Day, Not Your Life: A Realistic Guide to Sustained Motivation, More Productivity, and the Art of Working Well</u></i> | Lesson 3 (S) |
| ➤ Shep Hyken: | <i><u>Amaze Every Customer Every Time</u></i> | Lesson 6 |
| ➤ Bernadette Jiwa: | <i><u>Difference: The one-page method for reimagining your business and reinventing your marketing</u></i> | Lesson 7 (S) |
| | <i><u>The Fortune Cookie Principle: The 20 Keys to a Great Brand Story and Why Your Business Needs One</u></i> | |
| ➤ Laura Vanderkam: | <i><u>168 Hours: You Have More Time Than You Think</u></i> | Lesson 3 |

INTERVIEW – NO BOOK

- | | | |
|-----------------|--|--------------|
| ➤ Howard Hyden: | | Lesson 6 (S) |
|-----------------|--|--------------|

BOOKS – NO INTERVIEW

- | | | |
|--|--|---------------------------|
| ➤ <i><u>Chase's Calendar of Events</u></i> | | Mentioned during Lesson 8 |
| ➤ Jon Bond and Richard Kirshenbaum | <i><u>Under the Radar: Talking to Today's Cynical Consumer</u></i> | Mentioned during Lesson 7 |

* (S) = Supplemental

**TRANSFORM YOUR BUSINESS
AND COMMUNITY INTO A
CONSUMER
DESTINATION**

The Schallert Group's Destination Business strategy has helped businesses large and small to capture more market share, even when larger, better-capitalized competitors seemingly have the advantage. When independent business owners apply the Destination strategy to their businesses, they naturally attract more local consumers along with customers from outside the traditional marketplace. Businesses that generate higher revenue and more tax dollars also impact the community in which they reside, making any city, town, or downtown more sustainable.

The Schallert Group, Inc.

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