

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?

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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?
