



## 10 Ways To Keep Your Business Thriving

1. **Know your customers.** Gather customer email and street addresses so you can stay in touch via cards, flyers and e-blasts. Think about sending birthday and holiday cards to customers.
2. **Give them a reason to come in.** Special events draw traffic! Consider hosting seminars, book signings, artist trunk shows, before- or after-hours private shopping for your best customers.
3. **Stay open.** Many merchants have discovered that opening earlier, closing later or even introducing Sunday store hours have boosted business.
4. **Focus on service – BE NICE!** Provide exceptional service that distinguishes you from the competition and makes your customers' lives easier: coordinate outfits with accessories, offer on-site tailoring, call when new merchandise arrives, supply shipping options. It's OK to charge for these extra services.
5. **Create an experience.** Arrange your store displays and bring products to the forefront to create a shopping experience that encourages buying rather than browsing.
6. **Individualized products.** Sell products that can be personalized and customized to fit customer personalities – such as the OneSole Shoes' Flip-Flop with changeable tops.
7. **Keep your store fresh, new and exciting.** Give your store life and make it breathe! One inexpensive way to increase sales is to change your store constantly by moving things around and changing displays.
8. **Online marketing.** Today's technology makes it easy to keep in constant communication with customers. Expand your business to include mail-order and give your customers additional ways to contact you.
9. **Collaborate with neighbors.** Get together with fellow merchants on events, sales and programs. Promote your neighbors!
10. **Shopping excursions.** Reach out to community groups and offer something special not otherwise available. Create a buzz with "insider information" – send out announcements to the local media and organize special shopping excursions. One local merchant organized such an outing with an art club in a retirement community that included a before-hours private sale, lunch at a local restaurant and a visit to a local art gallery.

Refuse to participate in doom and gloom! Think globally,  
act locally and sell personally.



Come in We're  
**OPEN**