

GUILT IS NOT A MARKETING TOOL

Just because you have a store in town, doesn't mean people have to shop there.

I've been to a few towns that promote Shop Local and expect their locals to shop at home. They go so far as trying to make their locals feel guilty if they don't. **Guilt doesn't work.** It only creates animosity, bad feelings and less customers.

Instead of marketing signage that promotes:

We're local - you should shop here.

Why not try this attitude in your signage, with your staff, with your neighboring retailers, your Chamber, your marketing pieces and your town:

We support the things that matter to all of us.

Host an Online Event for your favorite non profit.

Are you giving customers a way to support you in **small meaningful ways**? Kevin Rubash, the owner of *Interior Spaces* had several old inventory framed pictures that he wanted to do something with (like sell). Instead of just hosting a sale, he created a Facebook Art Auction. He posted a picture of each piece. Then he put a two-day time frame on the auction. And he encouraged his local town followers to bid on them in \$5 increments. It was an auction for local people only. He would not ship the pictures. In fact, they boosted the post locally! **All the proceeds were donated to the local food bank!**

Tell your stories. Customers want to know you are just like them.

Do you support the Little League team? Great! Let them know! Have events in your business that feature them. Make the community a part of your business. You don't have to finance every opportunity that comes by, there are other ways to show you care. Posting

flyers in your window is a small step. Have a fashion show for the prom kids - and partner with the business who rents tuxes and/or sells prom dresses. Be sure to invite the moms to this too!

Be Ninjas in your own store - pretend you are a customer.

What do you see first? Is it the sidewalk in front? Sweep it every day. Is it your windows? Are they clean? Support an entrepreneur who has their own window washing business and have them clean your windows once a month. Is your most popular items right up front, or are they in the back where the customer must walk through the store to see them? Do you have interesting vignettes to draw people in? Is the store clean, free of dust and no dirty floors? Has the store been rearranged lately or is it the same stuff in the same place?

Thanks!

Deb, co-founder of SaveYour.Town