

# REINVENTING YOUR DOWNTOWN & ITS BUSINESSES INTO CONSUMER DESTINATIONS: PART 2

presented by

**Jon Schallert, President**

**Jon's presentation in its entirety  
can be downloaded by going to  
[www.JonSchallert.com/VA](http://www.JonSchallert.com/VA)**

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JonSchallert.com  
DestinationBootCamp.com  
DestinationUniversity.com

# **JON SCHALLERT**

## **President, The Schallert Group, Inc.**

Jon Schallert is an internationally-recognized business consultant and speaker specializing in teaching businesses 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 nearly thirty (30) years of studying and interviewing independent business owners who had made themselves the preferred choice in their competitively crowded marketplaces.

Jon’s Destination Business strategy has been used extensively by businesses large and small to help them capture more market share, even when larger, better-capitalized competitors seemingly have the advantage. Jon’s Destination Business strategy breaks down the process of how a business tries to market itself, and elevates the unique qualities that a targeted customer finds most important. Using this strategy often means ignoring the tried-and-true marketing methods that industry-leaders traditionally use, and instead, focuses on increasing the “marketing scope” of a business, which in turn pulls targeted customers and the media from outside the traditional geographic marketplace of the business.



Schallert’s consulting firm, The Schallert Group, Inc., has been in business for seventeen (17) years. Prior to starting the company, Schallert worked for greeting card giant Hallmark Cards for ten years, 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.

With the launch of the company’s online training program, Destination University, ([www.DestinationUniversity.com](http://www.DestinationUniversity.com)), business owners can access over 150 live and on-demand business webinars from over 50 world-class authors and business experts. Destination University gives independent business owners the same training advantages that are used by Fortune 100 companies and major universities.

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, the International Downtown Association, and the National Main Street Network.

# REINVENTING MOM & POP

After 25 years of consulting with thousands of entrepreneurs, Jon Schallert's message is clear for small businesses:  
Think bigger.

Small businesses no longer compete simply with the store down the street or across the mall. They now must learn to distinguish themselves so they become destinations for customers around the world and out in cyberspace.

“Most businesses are location-dependent, whether it’s a grocery store, a retail store, a restaurant or a professional office,” says Schallert, who started in the field with Hallmark Cards 25 years ago and whose consulting firm now conducts the Destination BootCamp in Colorado.

“Traditionally, people market to their local area, within 15 minutes. The problem is in today’s economy, you need more.”

When he first started his consulting firm fifteen years ago, his work often involved helping local businesses in small communities learn to compete with encroaching big-box retailers such as Wal-Mart – but the landscape has shifted.

“Wal-Mart’s not the problem anymore,” Schallert says. “If owners are still thinking that ‘my differentiation starts in my marketplace, in my shopping center, in my small town,’ they’re competing against the wrong competitors and their strategy is short-sighted.

“It’s not how you’re different in your marketplace, how you get people to stay in your town and not go to the big city – that’s a challenge – but how do we keep the dollars from going out to an Internet business that pops up every 3 seconds, or the billions of direct-mail catalogs that are mailed out each year?”

The answer, he says, is differentiation – identifying precisely those qualities that set your business apart from others in the field. The strategy attracts customers from both near and far, and for some businesses, pulling customers from hundreds of miles away.

“I teach a business differentiation process,” says Schallert, who conducted his first Destination BootCamp back in 2002. “What businesses learn is you don’t have to beat your competitor in every category. You have to beat them in two or three key categories. You’re targeting consumer hot buttons.”

For example, he once met an older seamstress in a small Florida city who was deeply discounting her work to attract business – working long hours and making little money.

Turns out she was once the lead seamstress for the Barnum & Bailey Circus, traveling the world to repair ripped ringmaster jackets. That set the business apart, attracting more customers’ interest.

Schallert says such encounters with small business owners, side trips from his travels to conferences – around 80 small, often blighted towns a year – led him to develop the fourteen step destination-differentiation strategy.

“I would usually hit 10 to 15 businesses in a day,” he says. “I’d inevitably meet somebody that would say ‘I’m doing these things different from everybody else and my business is doing fine.’ Many times, the owners didn’t want me to tell other businesses in their town about their success because they knew the other businesses would be jealous, or feel worse.

“I was meeting these brilliant entrepreneurs in these out-of-the-way places that no one else was connecting with. I would ask these owners ‘How did you do this?’ They almost never knew the process.”



Retail Reinvention: Schallert's grandfather, William Schallert, opened a general store in Johnson Creek, Wisconsin over one hundred years ago. His grandson now teaches owners that serving a local market is just the beginning of what's needed to succeed today.

He kept notes on 3 x 5 cards, accumulating thousands of stories and photographs until he could trace patterns that evolved into his 14-step BootCamp presentation – eight strategic changes to establish differences and six tactical steps to get the story out.

“People who have never attended the BootCamp wonder why it works, but it’s not magic. When owners attend the BootCamp from the same city or town, they only focus on improving their businesses, for three straight days, with no distractions,” Schallert says. “They learn best-practice examples from other small businesses that have made themselves profitable destinations, despite their demographics. Then, they learn a new strategy that their competitors aren’t using, and we show them what to do first when they get back home.”

The bonding process that owners describe from the BootCamp experience happens naturally, Schallert says.

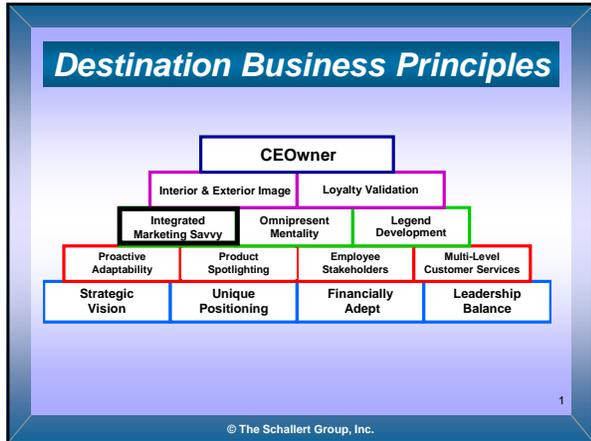
“Even though these owners work right down the street from each other, they never get together and focus on growing their businesses, except here.”

The biggest mistake owners make? Too often they jump to tactics – looking for cheap advertising, free publicity, using social networking like Facebook and Twitter, website search engine optimization and the like before they have sharpened the setting-apart message about their products, service, employees, business model, history, community connections or customers.

“Owners learn that all the marketing tactics in the world can’t be employed successfully if you haven’t convinced the consumer that your business is really different and one-of-a-kind.”

-Gene Stowe

# Reinventing Your Downtown & its Businesses into Consumer Destinations



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- ### Traditional Media
- *Print (newspaper & magazine)*
  - *Direct mail (postcard & newsletter)*
  - *Radio and television*
  - *Specialty products*
  - *Billboards*
  - *Email marketing*
- © The Schallert Group, Inc.

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- ### High Integrity Media
- *Word-of-mouth*
  - *Testimonials*
  - *Referrals*
  - *Internet*
  - *PR (12 times!)*
- As detailed in Under the Radar: Talking to Today's Cynical Consumer by Jonathan Bond & Richard Kirshenbaum
- © The Schallert Group, Inc.

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# Reinventing Your Downtown & its Businesses into Consumer Destinations

**Only for Club Members**

**The Consumer Hook**

Comedy Works  
TOP SECRET MEMBERS ONLY SHOW  
TOP-SECRET SHOWS  
Revealed by e-mail to Club Members Only!  
Previous TOP-SECRET SHOWS:  
DAVE CHAPPELLE    DAVE ATTELL  
WANT TO KNOW WHO'S NEXT?  
Club Membership is FREE, sign up at:  
comedyworks.com  
Comedy Works  
303.595.3637 • comedyworks.com  
1220 15th Street • Larimer Square

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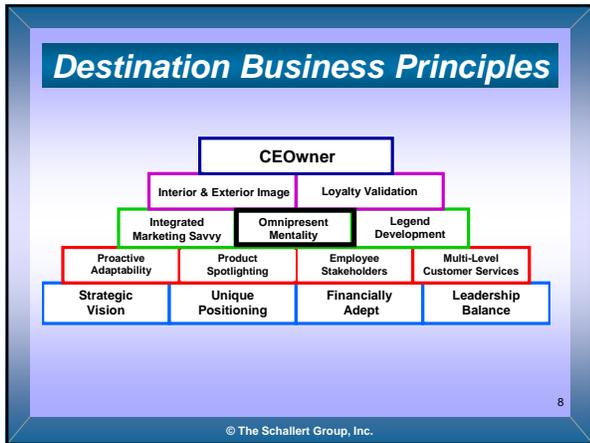
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**Search Engines**

- Search engines are looking for repetition in context:
  - Domain name first (www.\_\_\_\_\_.com)
  - Page title: 60-75 characters, 6-9 words
  - Headlines and 1<sup>st</sup> paragraph content
  - Hidden site description: 25-100 words
  - Words found in graphics (Alt-Text)
  - Rest of visible content on the page
- Top of the page most important

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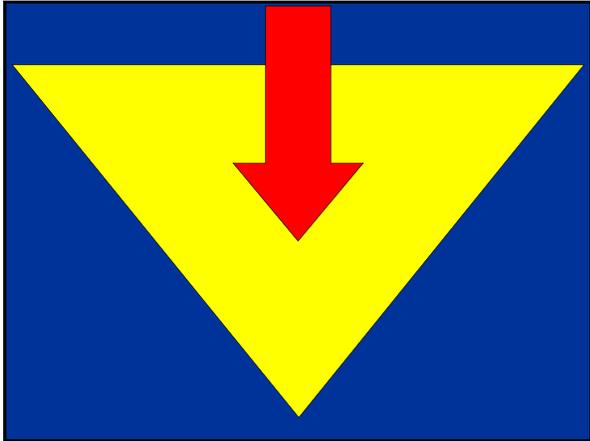
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# Reinventing Your Downtown & its Businesses into Consumer Destinations



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**#1 Website Misconception**

1. Seeing your Internet site as a single marketing tool
2. *Every page can be a marketing tool*
3. *Your site is a boat in the ocean with hooks as pages*

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**Your Website with a Blog**

- Increase ranking with search engines: Updated content drives up pages
- Creating new “hooks” in the ocean
- Conversational: Not meant to sell
- Great for complex selling
- Incorporate blog into a section of existing website for best results!

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# Reinventing Your Downtown & its Businesses into Consumer Destinations

**Blogging**

- Blogs: Online diaries
- Must be maintained and updated
- Easy to build and create content
- Two top choices:
- Wordpress: Most powerful
- Tumblr (Micro-blogging with more photos)

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Facebook  Share posts on your Timeline  
You can toggle this option when posting.

log out  
Jon Schallert - Destination Business Expert and Speaker  
Let people look me up by this Facebook account

Twitter  Share posts on your Twitter  
You can toggle this option when posting.

log out  
Jon\_Schallert

Post by Email  **fun32cat@tumblr.com** 

Post text, photos, MP3s, or videos by email. [Learn more](#)

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**Google.com/business**

Google My Business

Home Benefits How It Works Success Stories Resources & FAQs

Show people you're open for business.

Get your business hours, phone number, and directions on Google Search and Maps — with Google My Business.



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# Reinventing Your Downtown & its Businesses into Consumer Destinations

**Using Google My Business**

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

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**Using Google My Business**

- Explain that a recommendation can boost your Internet rank
- Give them instructions:
- You can hand them instructions on a card

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**Using Google My Business**

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

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# Reinventing Your Downtown & its Businesses into Consumer Destinations

**Using Google My Business**

- ...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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**Facebook**

- You must now pay to play!
- 1<sup>st</sup> option: Boost the post
  - Easiest, but least targeted
- 2<sup>nd</sup> : Ads Manager
- 3<sup>rd</sup> : Power Editor
- 4<sup>th</sup>: Facebook Live

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**Facebook Live**

- Log into Facebook app
- Tap "Write" from your Newsfeed or Timeline
- Tap this icon 
- Get ready to record!

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# Reinventing Your Downtown & its Businesses into Consumer Destinations

**Facebook**

- All give you more choices in who to target: Age, gender, interest, even target competitors' pages!
- Use "More Demographics" section for advanced targeting

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**Alignable**

- Former Constant Contact leaders created this
- Small business go-to site
- Evolving like LinkedIn did
- Great tool: Promote and creates a SEO'd page!

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The screenshot shows the Alignable website interface. At the top, there are navigation tabs: 'My Neighborhood', 'Connect', 'Promote', and 'Groups'. Below this is a section titled 'Add a Promotion or Event' with a sub-note: 'It can start anytime and run for up to 30 days. For a longer duration offer, add it to your profile.' There is a form with fields for 'Enter a title', 'Upload Photo', 'Enter a description', and 'add a date'. Below the form is a location pin icon and the address '2117 Emerald Drive, Suite 100 Longmont, CO'. To the right of the form is a 'Copy from Facebook Posts' section with a 'click post' link. It shows a photo post from 3 days ago with a link to a blog post: 'http://jenschallertblog.com/2014/04/23/its-time-to-act-imp...'. Below that is a link post from 14 days ago with the text 'New blog post: The World's Tallest, Best-Kepi Secret B... Businesses have the mistaken belief that their marketing...'. At the bottom is an 'Upcoming Holidays' section with a 'see more' link. It shows 'May 5, 2014 Cinco De Mayo' and 'May 10, 2014' with an 'add a promotion' button.

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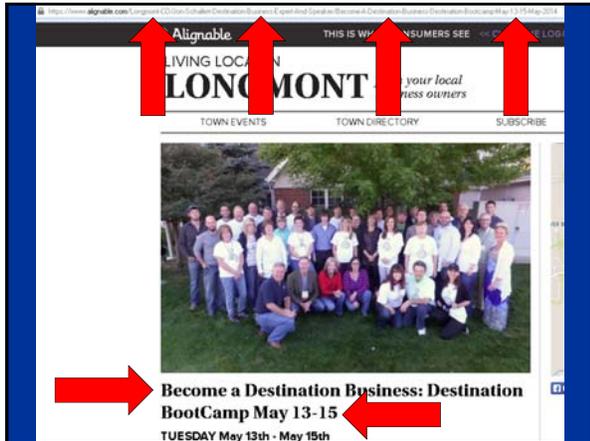
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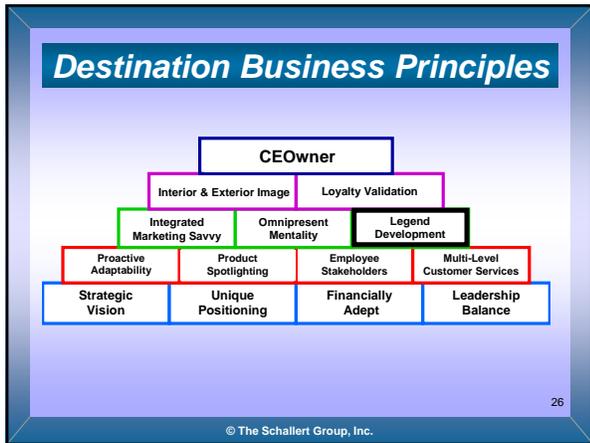
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### Using Google Alerts

- Google.com/alerts
- Free tool to keep track of industry news, competitors, and press opportunities
- Emailed to you daily
- Once you get the email, you can connect with a journalist

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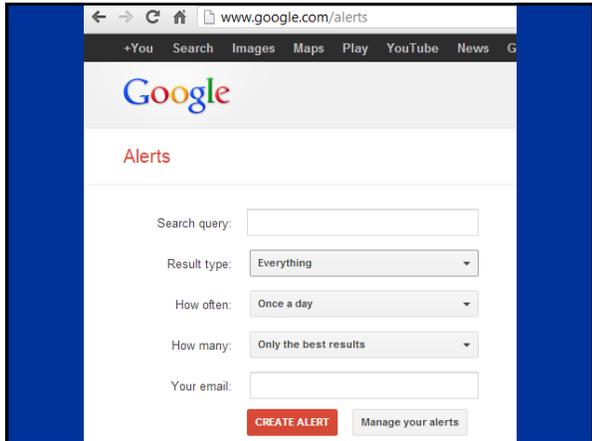
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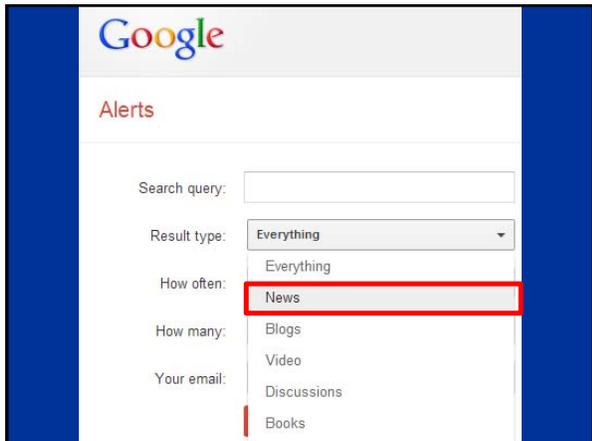
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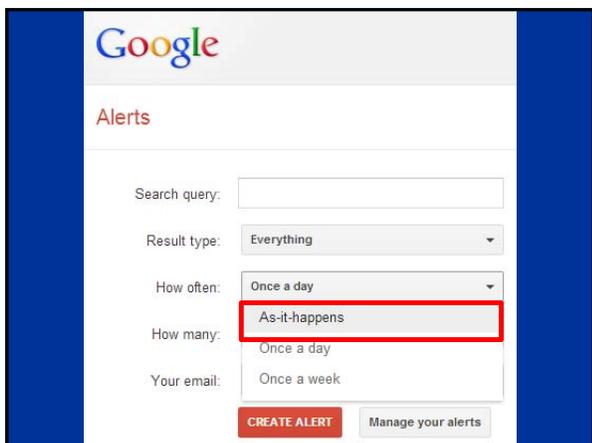
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# Reinventing Your Downtown & its Businesses into Consumer Destinations

**PR Newswire as PR Resource**

- Annual fee: usually \$200+
- Free for you!
- Charged by release, by words (400 is the typical length)
- \$600+: All national media
- Regional: \$300-400
- State: \$250-\$350 range

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**PR Newswire as PR Resource**

- Distributed to other media websites
- Receive an email list 1 hour
- Each media website is now a new link to your website
- Instantly create a media “network” back to your site

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# Virginia Main Street: July 2016

Name \_\_\_\_\_ Email: \_\_\_\_\_ Business Name: \_\_\_\_\_

Address/City/State/Zip \_\_\_\_\_ Phone ( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_

***You can quote me!***  
***Here's what I'd tell others about Jon Schaller:***

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Signature: \_\_\_\_\_

***Sign me up for Jon Schaller's weekly Blog e-newsletter filled with growth tactics and marketing strategies that I can immediately implement.***

Email Address: \_\_\_\_\_

***I'd like to learn more about attending a Destination Business BootCamp.***

Email Address: \_\_\_\_\_

**I would like Jon to contact the following association or organization as a possible speaker.**

Organization Name: \_\_\_\_\_ Contact: \_\_\_\_\_ Phone/Email: \_\_\_\_\_

Organization Name: \_\_\_\_\_ Contact: \_\_\_\_\_ Phone/Email: \_\_\_\_\_

Organization Name: \_\_\_\_\_ Contact: \_\_\_\_\_ Phone/Email: \_\_\_\_\_