



## IN YOUR TOWN —TRAINING—

# Downtown Lake Orion

## Increase Your Sales & Profits as a DESTINATION BUSINESS



# THUR 5 SEPT

Lake Orion United Methodist Church  
140 East Flint Street | Lake Orion

**Morning Session**  
8 - 11:15 a.m.  
(Open to All)

**Afternoon Session**  
12:30 - 2 p.m.  
(For Lake Orion Businesses Only)

### ABOUT THE WORKSHOP

Following a 14-step strategy, you can learn how to be a Destination Business that attracts more customer traffic and sales from both inside and outside your current market – even when your location is far from perfect. No matter what business you are in, you will learn how to:

- Avoid major marketing mistakes
- Target and attract your most profitable customers
- Make your customer love your business in the first seven seconds after they enter your space
- Increase customer loyalty while maintaining profit margins (even if competitors are using price discounting)
- Create free publicity for your business in newspapers, magazines, television and online websites

After lunch a 60-minute “Marketing Roundtable” is open to Royal Oak businesses only. You will breakdown your business’ components, strengths and weaknesses and compare them with the Destination Businesses discussed in the morning.

### PRESENTER



**Jon Schallert, The Schallert Group, Inc., Longmont, Colorado**

Schallert is a destination expert. He developed his 14-step “Destination Business” strategy during 30+ years of consulting with small business owners in more than 500 communities

across North America. He shares his trademarked approaches with thousands of entrepreneurs every year — transforming their businesses to be more profitable. He is passionate about helping independent business owners be more successful. His approach produces results. Even the largest consulting firm in the world hired Schallert to improve their underperforming corporate store. *The Wall Street Journal*, *The Washington Post* and *Entrepreneur* magazine have recognized the value of Schallert’s insights.

**COST: FREE | REGISTER TODAY WITH:**  
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