



# MAIN STREET

## MARKETING NEWS

WHERE SMALL MARKETING IDEAS CAN ADD BIG  
DOLLARS TO THE BOTTOM LINE

Q1 2019

## Birth of "Small Nation"

By Jason Duff



**Progress can be a great thing when it comes to medical breakthroughs or technology that makes our lives easier. But when "progress" steals the character right out of our communities, it's time to go retro.**

I grew up in Bellefontaine which over time, became much less vibrant. Mom-and-pop shops got eaten up by corporate giants, and many businesses simply shuttered altogether. With the downtown area on the decline, the feel of our

community shifted—and not in a good way. I wasn't okay with that. So I joined forces with people who felt the same, and we did something about it.

In 2018 I founded Small Nation, a development company focused on small town revitalization through entrepreneurship, and began buying up vacant buildings for almost nothing. Partnering with visionaries who understood and supported the idea that a thriving Main Street is crucial to a thriving community, we helped bring new ideas and new businesses into Bellefontaine. Restaurants, boutiques, a coffee shop, a health care facility, and event

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## News That Really "Bugs" Me



**MAC'S BLOG**

**B**ringing in the family newspaper really left a bad taste in my mouth this time.

The headlines announced that Volkswagen is doing away with the Beetle line after production of the 2019 model year is completed.

After nearly 70 years, the company sees more profit in

concentrating on SUVs and an upcoming line of electric cars.

Many humans and canines alike have fond memories of the older versions of the VW Beetle and its iconic shape. The goodies I scarfed down while vacationing in VWs certainly contributed to my iconic shape.

The engine in the rear end

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A little about MAC: Mac is Jason's 4 year old active sheltie who loves veggies - green beans to be exact but he eats all kinds of other vegetables too. He hangs out with Jason when he's working at Grandma Jackie's house with his other pal Zoe, who is a 50lb German shepherd. Mac thinks that he is just a big as Zoe but he's actually a little dog with a lot of confidence. He loves to play soccer and run outside, especially if he can corral other dogs in the neighborhood. He also enjoys stealing and hiding socks. Mac wanted to write a blog posts and we didn't have the heart to say no. We take no responsibility for the goofy things he comes up with. He does love to receive letters, though.

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**JASON DUFF**

**W**elcome to the new look for our magazine. In 2018 I decided to formally brand the movement I am seeing not only in Bellefontaine but all across the country. A movement of revitalizing our downtowns. We're still competing with the big stores, but more and more people are wanting to support their hometown businesses. I call this movement #SmallNation. To honor that new brand, we've redesigned the newsletter as well. It's purpose is still to celebrate local businesses and give marketing tips to continue to grow. I always love hearing your feedback, suggestions, and ideas.

**SMALL  
NATION**

Mainstreetceo.com  
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P: 888-354-2591

## Mac's Blog .....from Page 1

was a distinctive eccentricity for the Beetle. All I get in the rear end is my neighbor Thor's nose. \*Sigh\* Hey, Thor, this is the 21st century. They have more high-tech forms of caller i.d. now.

Mention of the VW Beetle conjures up images of adventure-filled college years, as well as carefree hippies and their "Flower Power" lifestyle. Of course, images of flower empowerment can be disturbing for some. My buddy Scout took a jungle cruise with his masters and found out the hard way that so-called "man-eating plants" don't mind nibbling on Man's Best Friend, either.

The noteworthy things about classic Volkswagens just go on and on. Not only was the compact Beetle fuel-efficient, but it even helped some dogs make oodles of money. After just a couple of years riding in the back seat, the Great Dane twins got jobs alternating with each other in dinner theater productions of "The Hunchback of Notre Dame."

A VW Beetle was the first car that a lot of my friends and ancestors chased. They say you never forget your first car. Unless it slams on the brakes and you get a nasty bump like poor cousin Clarence. ("Duh...the U.S. Constitution...that's the document that says cats run the country, right?")

A lot of humans wonder why dogs chase cars. I've always taken the time-tested practice for granted, so I asked around to get some different input. Answers included, "To run interference for the chicken crossing the road," "Trying to pad my resumé in this dog-eat-dog business environment," "Fiddler on the Roof doesn't have a trademark on tradition, kiddo," "It's all the fun of hunting -- without the marshy water and the bloody duck in your mouth," and "Because it's there -- and moving a little faster than Mount Everest."

Of course, chasing Volkswagens isn't as fresh and exciting as it used to be. One of my friends came running into a party all excited that he had caught a "Beetle." Of course, we all greeted him with a yawn. Later on, we got this call from an irate Ringo Starr, wanting to know who was going to pay for the big rip in his pants.

Really, I can still get in the mood for car chasing, but I have my doubts about the younger generation. They need grass and fresh air and asphalt -- not just lying around chewing up their master's copy of Grand Theft Auto!

## #SmallNationStrong Waterford, Wisconsin - Home To a Brilliant Chiropractor

Waterford Wisconsin might not be the financial capital of the country, but there's no doubt one of the smartest marketers around calls this unassuming #SmallNationStrong town "home". Chiropractor Dr. Greg Neisen has been doing brilliant direct response marketing (the kind of marketing that for every dollar you spend, you can track the return on that dollar in actual sales to the business) for 30 years in this town of 6,000. Competition has come and competition has gone. They don't stay around long in his town because he has created a hard-to-compete-with marketing juggernaut.

I am the first one to encourage competition. In fact, I think it's healthy. But there a big lesson to learn here. #SmallNationStrong businesses cannot afford the luxury of simply hanging out a shingle that they're in business and expecting customers to flock to them.

They have to be smart marketers.

Dr. Neisen's chiropractic competition spent 8 years of their life with their noses in books, sweating the tests and going deep into debt, but have no clue how to get patients.

Here's an example of a direct mail piece #SmallNationStrong Dr. Neisen did that brought him \$117,895!

## Birth... cont'd from Page 1

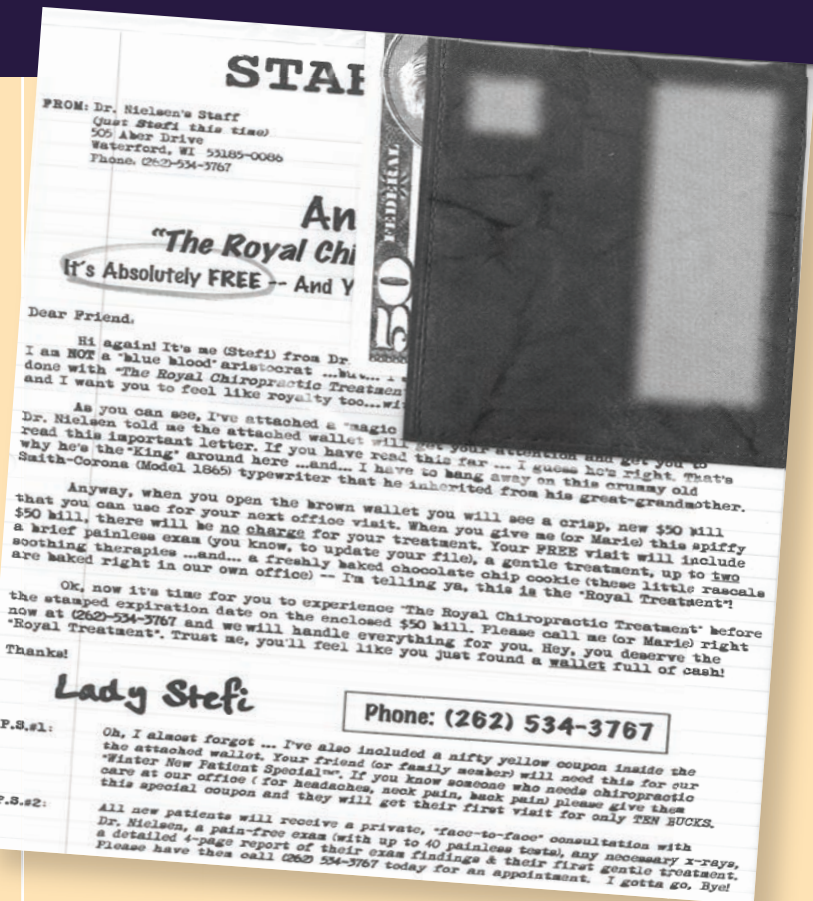
venues go a long way toward reigniting the soul of a town.

In less than a decade, Bellefontaine has welcomed 30 new businesses and 24 upscale apartments to the downtown area. It feels like the proud, culture-rich place where I grew up--better, even, than it was before. And now it' my mission is to help other entrepreneurs experience the same renaissance in their own communities.

I want people to rip off what Small Nation has done. Really, go ahead and copy it. You have more than my permission; you have my full support to take a plan that has been wildly effective and implement it for yourself. It's all about having the drive to put creative ideas into action, forging partnerships based around a common goal, and lining up a "been there, done that" support system. In my experience, those elements practically guarantee success--and a vital downtown that once again serves as the heartbeat of a community.



**WHERE SMALL MARKETING IDEAS CAN  
ADD BIG DOLLARS TO THE BOTTOM LINE**



The Loft above Native has been very busy hosting baby showers, corporate meetings and parties. Check out how beautiful this recent party was. If you need to rent a room for your next party or event, you can text Zach at (419) 236-5149 or message the page for more information.

**His cost to mail  
1,200 pieces was \$1,956**

**CASH COLLECTED TO-DATE: \$27,895**

- Month 1 cash collected just from this mailer = \$12,562 (from a FREE offer)
- Month 2 cash collected just from this mailer = \$14,883 (from a FREE offer)
- Cash collected from 45 new patients = \$450 (\$45 @ \$10 each)

**FUTURE CASH: \$90,000**

- Total estimated \$\$\$ from treatment plans from 45 new patients he got from this wallet mailing with a \$2,000 case average = \$90,000

**TOTAL INCOME FROM THIS PROJECT: \$117,895**

**ROI = 98:1**







## Medical Doctors Provide Great #SmallNation Options for Bellefontaine Residents

*This is Dr. Ryan Kauffman owner of Hickory Medical Direct Primary Care. Dr. Ryan became frustrated with the poor decisions made by big insurance companies and a broken primary care system. He took matters into his own hands and opened a new direct primary care office in his hometown providing health care membership at \$39 a month. The results have saved lives and improved his town.*



**Dr. Ryan Kauffman**

*Dr. Norman Greene relocated from New Jersey to Ohio excited about an opportunity to make a positive difference in healthcare. He's passionate about patient care, education and serving others at his hospital. While Dr. Greene had plenty of opportunities in larger cities, he fell in love with the people and opportunities in Bellefontaine. He also loves living in a modern loft apartment located in walking distance of shopping, restaurants and coffee shops. People like Dr. Green make our communities stronger.*



**Dr. Norman Greene**

One of the best decisions my team has made has been building the new digital billboard in Bellefontaine. It has helped so many businesses with advertising real estate listings, job opportunities, and special promotions and events.





I often get asked, where is a good place to do a day trip here in Ohio? If you haven't recently been down to Darke County, Ohio. I highly recommend it. You can check out Sadie Grace, The Winery at Versailles, Inn Of Versailles, The Coffee Pot, Whistle Stop. Ansonia OH, just to name a few. Great restaurants, shops and things to see and do. Want to plan your next adventure, check out Darke County Visitors Bureau [www.visitdarkecounty.org](http://www.visitdarkecounty.org)



## *Taste the Flavor on a Day Trip*

Start your "flavorful" tour of Darke County, Ohio at the **KitchenAid Stand Mixer Factory** in Greenville. Enjoy an escorted walking tour through the history of the number one stand mixer in the world, and go through the factory watching over the associates shoulders as they craft this beloved kitchen icon. Once you've watched as this product is "made in the U.S.A." travel to downtown Greenville to the **KitchenAid Experience Center** to roll up your sleeves and get baking! Explore the largest display of KitchenAid portable appliances. Browse through antique KitchenAid memorabilia in the heritage museum and purchase products at factory-direct prices. Enjoy lunch at any of the downtown eateries, including **The Merchant House** and **The Bistro Off Broadway**. No visit to Darke County or even Western Ohio is complete without a stroll through history at the **Garst Museum**. Learn about the Treaty of Greenville, which opened the door to the Northwest Territory. Legendary sharp-shooter Annie Oakley was born and raised in these parts. All the details and more can be found in the county's largest museum. Complete your time in Darke County at **The Winery at Versailles** where you can enjoy the flavors of over 30 wines and a hand prepared dinner as you overlook the winery.



Darke County Visitors Bureau  
421 S. Broadway  
Greenville, OH 45331

800.504.2995  
[www.visitdarkecounty.org](http://www.visitdarkecounty.org)  
[info@visitdarkecounty.org](mailto:info@visitdarkecounty.org)



Meet Matt Brown.

Matt is a dad of four amazing boys, owner of Ada Ohio Properties, and Iron City Sports Bar.

Matt grew up in a small town and is committed to starting businesses that create jobs and opportunities for others. Matt also leads up community development and leasing for the Small Nation Team. He's a dreamer, doer, and creator. Matt serves his town as a mentor and supporter of many, and continues to inspire other with courage and determination.



***Small towns and small businesses are many things.***

***These are just a few of the qualities that describe what makes Small Nation Strong.***

**SMALL  
NATION**

# What Not To Share With

In your first managerial role? A piece of advice: Never get personal.

It's lonely at the top and managers or leaders of a team can find themselves tempted to overshare information, but some things should never be discussed, according to Forbes Magazine.

Key idea: Never share information you know to be confidential or personal.

First, never discuss personnel matters. Don't talk about another employee's personal life. It's appropriate to say a team member had to take a day off for personal matters. It's not appropriate to say their child is having discipline problems at school

and they had to meet with the principal. Your team may be friendly with each other and they might even know the situation, but you should never discuss matters an employee told you in private.

Similarly, don't discuss an employee's work performance. If you have an opinion about that, discuss it with the employee, never one of his or her co-workers. Don't take part in silly team gossip: So-and-so makes bad coffee or hates to go out to lunch.

In the same way, never discuss wages, raises or bonuses which can breed resentment.

Second, never discuss your own work

**AWARE  
ABUNDANT  
CONNECTED  
NECESSARY  
PERSONAL  
STUBBORN  
SIGNIFICANT  
STRONG  
UNLIMITED  
UNCONFINED  
NATIONAL  
PEOPLE  
POSSIBILITY  
VITAL**

## Employees

challenges, performance or aspirations. Don't engage employees in your own quest for advancement. Never discuss your personal life in a way that compares your life to that of your employees. Getting a new car because of your new job? That's your business and yours alone.

Third, never discuss company challenges or your own opinion of the company leadership with employees. Doing this threatens your own career since confidential information will quickly circulate and it will be traced back to you. Even the most loyal employee should never be trusted with confidential information. Don't complain about company decisions.

## MAIN STREET MARKETING NEWS

9016 St. Rt. 117 Box 151  
Huntsville, Ohio 43324-0151  
888-354-2591



**JASON DUFF**  
PUBLISHER  
[jduff@comstoroutdoor.com](mailto:jduff@comstoroutdoor.com)

### CONTRIBUTORS



**ADAM RAMMEL**  
[arammel@comstoroutdoor.com](mailto:arammel@comstoroutdoor.com)



**MATT BROWN**  
[mbrown@comstoroutdoor.com](mailto:mbrown@comstoroutdoor.com)



**TYLER THURLOW**  
[tthurlow@comstoroutdoor.com](mailto:tthurlow@comstoroutdoor.com)

We are so excited to welcome Tyler Thurlow to the COMSTOR Outdoor Team!!! Tyler joins COMSTOR Outdoor as a Regional Sales Representative with experience in helping retailers grow and selling more products. Tyler grew up in Flint Michigan before moving to Bellefontaine, Ohio. Tyler loves marketing and helping small businesses succeed. When Tyler isn't busy helping his clients, he's passionate about history, architecture and baseball!! Tyler also enjoys spending time outdoors and hunting with family and friends.

## OUR SERVICES

**OUTDOOR ADVERTISING  
WEBSITE DESIGN &  
DEVELOPMENT  
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MOBILE BILLBOARDS  
DEVELOPMENT  
LEASING  
SELF STORAGE**



# Facebook ads can work for #SmallNationStrong businesses

Facebook is the new media driving small business sales, marketing experts say.

According to Content Marketing Institute, a full 97 percent of all business-to-consumer marketers that use social media are using Facebook ads as part of their advertising strategy and 88 percent of those using it feel as though it is their most effective platform for reaching customers and converting sales. With 1.37 billion daily active users and 2 billion monthly users, Facebook has a massive audience, but it is the targeted nature of their ads that make them so useful, according to USA Today.

A local restaurant, for instance, could decide on Tuesday morning that they want to advertise a special on oysters that night and turn to a Facebook ad to drive traffic to the promotion. With a few clicks, the owner can target an advertisement to users in their zip code that like oysters and

eating out and are over 21 so they can buy drinks. The cost of such an ad could easily be under \$100. Meanwhile, traditional ad campaigns in print or radio would require significantly more planning time and cost.

Another feature, lookalike audiences, allow a business owner to automatically find people with traits similar to those who are already following their Facebook pages, according to Inc. Magazine. This approach generated \$5 for every dollar spent on this type of ad.

The ability for small businesses to create inexpensive, targeted ads whenever they want creates a fantastic opportunity to market-test new promotions, sales, and other initiatives. They even have a Lead Ads service that lets companies without a website gather email addresses from potential customers that have shown interest in their ads.

## The man who made Thanksgiving leftovers fun

You can thank John Montague for making the Friday after Thanksgiving into a lovely feast of leftovers.

Montague, the Fourth Earl of Sandwich, invented the sandwich.

He was born 300 years ago, Nov 3, 1718 in London where he served as England's first lord of the admiralty, secretary of state and postmaster general. He was an important fellow and not just because he knew how to handle leftovers. Captain James Cook actually named the Sandwich Islands after him in 1778.

But the proper invention of the sandwich is said to have more to do with the Earl's vices than virtues.

Montague was a gambler and he regularly engaged in marathon

sessions of cards and dice. Not wishing to leave the tables, Montague ordered servants to bring him a meat between two slices of bread. His gambler pals just ordered the 'same as Sandwich.'" Hence, the favorite world-wide lunch was born.

By the way, the Earl's biographer disputes this notion, saying Montague was more likely to have invented the sandwich at his desk during marathon bouts of work.



SMALL TOWN BUSINESS OWNERS CAN SHAKE THE NATION.

**Be sure to check out our Small Nation Facebook page. We share many #SmallNationStrong success stories you won't want to miss.**

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