



MAIN STREET

MARKETING NEWS

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

Q4 2019

Christmas is my favorite time of year – and it's just around the corner. You are going to be so impressed with what the shops and businesses have to offer this holiday season Downtown Bellefontaine. From beautiful antiques, to jewelry, boutique and local t-shirts, toys and more. Many folks say that our Downtown has some of the best shopping and food options compared to any other Ohio Downtown. I certainly agree.



Here I am with Dick Layman
and Adam Rammel

Mentors change your life. Dick Layman taught me about sales when I was fresh out of college and starting my business. I was green. He had retired but had fire to keep creating. Selling isn't a dirty word he said. It's EVERYTHING that you will do in life. You will sell people on your ideas, your beliefs and a better future. You will always be selling. I lacked confidence. I struggled with connecting to people I didn't know and hated hearing the word - no. He shared with me that no is just a delayed version of yes, you just have to keep asking the question other ways. Dick became one of my first employees at the age of 70 and retired for his third time with me at 80. It was very special and a little emotional for Adam M. Rammel and I to host him at Brewfontaine. It was his first visit. We were able to share and thank him for how much he has taught us and how we are putting his teaching and coaching into practice. Thank you Dick.

In this issue I'm excited to recognize the business owners who's making things happen around town, but I decided to give you some tips on creating success selling online. From all indicators this Christmas is going to beat all selling records. Whether it's from people walking through your doors or buying from you online I'm sure Dick approves.

Jason Duff

Panting Or Painting: Why Choose Just One?

In my never-ending search for new ways to unleash my creativity (and force myself to relax), I have taken up the noble art of painting.

I had a lot to learn. When someone asked me which "medium" I would be using, I replied, "Certainly not one who would conjure up my late uncle Ernie. He scared me enough when he was living."



MAC'S BLOG

Another acquaintance asked, "Which wetting agent will you be using?" They have **agents** for wetting? I hope no one expects to collect 10 percent for all the times I've gone over the years.

Readers who can't think outside the realm of opposable thumbs may be wondering how I can handle a paintbrush. My momma told me not to

>> turn to page 2

A little about MAC: Mac is Jason's 5-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 76lb German shepherd. Mac thinks that he is just as 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 post, 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.

WHAT'S INSIDE

Shannon Reese is such a gift to our office!	2
The Silver Elephant Makes Home Décor Personal	3
From just at home to Just U'NeeQ	4
Don't Make These 10 Online Sales Mistakes	5
Big Idea of the month	6
A Lofty Way to Live	8
#SelfieStation	8



p.8

Mac's Blogfrom Page 1

talk with my mouth full. She didn't say anything about not **producing a mural of the founding of my hometown** with my mouth full.

And, yes, we canines are hampered by a different perception of color than you humans. Some of us cope by doing **paint-by-numbers** projects. That hasn't worked so well for my cousin Clerow's son, who was never housebroken. He never gets beyond "#1" and "#2."

I've had a hard time settling on any one style. I mentioned to my master that I wanted to dabble in "Impressionism." Mr. Bigshot Comedian chuckled that the folks at Goodwill still talk about the **impression** I left on that old sofa we donated. If my jaws weren't so tired from painting...

I've also looked into "Primitivism." I think that means paintings of the era before there were power windows to make it easier for dogs to hang their heads out the car window.

My pal Joey fancies himself more of a Romanticist. Or at least he does when there's a table leg present. Don't get me started on all the times his wife has tried getting him to go for therapy...

I can't even decide if I want to concentrate on Fine Art or do something more commercial. No, I'm not going to settle for a cliché like poker-playing dogs. Maybe Frisbee-chomping **humans**.

I've wanted to inspire myself with the study of art **history**; but every time I mention anything about "the Old Masters" to my owner, he looks in the mirror, sighs, and dashes off to the spa or the hair salon.

I wish I could find more inspirational models. Grant Wood couldn't have painted "American Gothic" without that stoic farmer and his pitchfork. Most days, all I can find in the neighborhood is a slacker teenager playing with a **leafblower**.

I don't want to get lazy like my friend Herkimer. His idea of a "landscape" is a painting of an invisible fence.

I don't have any illusions about painting the Sistine Chapel. The only time I'm near the ceiling is when someone announces, "Hey, did you see the new cat that moved in down the block?"

This is the year for my brush with fame! Keep watching your local art gallery for the sensational show "The Dog Did It!"

Shannon Reese is such a gift to our office!

I'm so thankful for Shannon. She keeps us organized and she reminds us when we miss a deadline. She makes sure our hair is combed. She provides fashion advice even when we don't think we need it. And she doesn't take no for an answer. What a gift of organizing she is to our office. #thankful #leadership



The Silver Elephant Ma

Why buy new from a big-box store when décor with a past is so much more interesting? That's the mindset behind the Silver Elephant, a showroom filled with crave-worthy furnishings you won't find anywhere else. Owner and designer Joni Dailey launched the Silver Elephant in 2013, the result of a long-held dream to combine her interior design degree with a love of older things, design, and the environment. Her mission, summed up in the store's mantra of Rethink, Re-purpose & Revive, is to take older pieces and make them new again. The approach not only breathes new life into cherished heirlooms, but saves space in landfills. "I absolutely love it when a client brings me a piece that has been in their family for generations," Dailey says. "Together, we collaborate and turn it into something that works for them and their current design needs."

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

Influential Small Business Advocate Visits Bellefontaine

Karen Kerrigan, known as America's "small business ambassador," stopped in Bellefontaine recently to meet with local business owners, share insights, and gather information to take back to Washington, D.C. During the two-day trip, Kerrigan, who serves as President and CEO of the Small Business & Entrepreneurship Council, spoke about important news and policy issues that impact small businesses. She also participated in a public session at Bella Vino, hosted by Small Nation and the Logan County Chamber, to discuss the current business climate and answer questions from attendees.

Her visit was particularly valuable for an area like ours, where entrepreneurs and small business owners make up the backbone of the economy. As a 25-year advocate for entrepreneurship and a founding member of the World Entrepreneurship Forum, Kerrigan is well-versed on the challenges facing small business owners and, even better, positioned to help solve them. She regularly testifies before Congress on key issues impacting entrepreneurs, investment, and the economy, as well as keeping the public informed via her role as a Fox News contributor. When it comes to international business and the welfare of those who drive it, Kerrigan is active at the highest



It was truly a pleasure to have such a passionate supporter of small business in Bellefontaine, and we invite her to return soon.

levels—from appointments to federal advisory boards to traveling around the world on behalf of the U.S. State Department to work with business leaders. She also chairs the newly formed Small Business Roundtable, a coalition of leading small business and entrepreneurship organizations.

sbecouncil.org

Makes Home Décor Personal



It's been a recipe for success. Though the Silver Elephant originally opened in the Marketplace, demand for the store's products and Dailey's services dictated a move to 139 S. Main Street in Bellefontaine in 2018. Part of the larger storefront is dedicated to interior design materials, as well as upholstery and furniture refinishing workspace. In the showroom, customers can browse vintage and antique treasures, exclusive re-purposed items, and handmade gifts—all under the watchful eye of Ellie, the store's beloved canine mascot.

Whether you're on the hunt for something (re)new(ed) or a piece customized just for you, the Silver Elephant has a trunk full of possibilities.



From just at home to Just U'NeeQ

Tiffany Rockhold has always had a passion and love for decorating and selling stuff. One evening she was talking with her husband Darrin about what she's always wanted to do when he said, "Why not? Why not let your dreams come true." From that moment on, Darrin and Tiffany worked on making her dream become a reality.

In four short years, Tiffany's dream has taken her from selling out of her house to having a specialty retail store in Downtown Bellefontaine. In 2015 she started curating items out her home and going to show after show. Her success at shows and the demand for her products led her to opening a storefront on Main Street in October of 2018. As she celebrates her 1-year anniversary at her current location, she often sells out of items before they even hit the shelves due to her massive following of loyal and dedicated customers.

When asked what her mission was when she started her business, she said that "My mission since day one has been to have an affordable place for everyone to shop, offer home décor and interior design so everyone can feel Just U'NeeQ!" One thing that makes her Just U'NeeQ is that she curates 40% of their own items at the store. Items range from hand crafted Farmhouse décor, gifts, along with their signature JUNQ & Co. candles, clothing, soaps, and oil blends. They also offer customization of products such as clocks, and specialty signs.

Tiffany's one piece of advice for someone starting out in business is to "take your time and grow as you go." She's following her own advice and growing as she goes but said "looking back, if there was one thing I would have changed, I would have had a bigger store." That's a great problem to have when you've only been in your current store for a year.

Just U'NeeQ is located at 134 S. Main St. in downtown Bellefontaine, OH. You can find them online at www.justuneeq.com or on Facebook at <https://www.facebook.com/JustUNeeQ/>.

SmallNationStrong.com • Q4 2019

• Phone: 888-354-2591

Don't Make Th

Online sales copy mistakes can make or break your online business.

To write persuasive content that makes your audience buy – or at least take action – you must be able to write great copy. Yes, it's true. And sales copy is most often used on a sales page, in an ad, or on other marketing materials. Sales pages that have mistakes in them are not likely to keep people reading your entire page or click on the buy button at the bottom.

Let's review the Top 10 online sales copy mistakes to help raise your sales and your reputation!

Mistake #1:

Focusing on Features Over Benefits

Many people get so focused on listing all the features of their product that they forget to tell their audience about the benefits. Customers don't care about features unless they understand why it should matter to them.

Customers are far more interested in how the solution can benefit him or her than they are of the bells and whistles it provides. When listing out the features, always include the reason why it matters. How does it benefit the customer? Provide information that they can relate to and identify with. Link the problem with specific emotions to create a stronger inclination to purchase the item.

The easiest way to know whether you are writing a feature or a benefit is to ask the question: What's So Great About That? If you have a good answer to that, it is a benefit and not a feature.

Mistake #2:

Not Testing Different Types of Copy

Yes, yes, we've heard it all before. Test, test, test. Regardless of how good you are, or how good your copywriter is, you need to test different forms of copy. Conduct A/B testing of your sales copy to find what works best for your audience.

Some audiences prefer long sales copy. Others prefer short copy. Videos on the sales page or complete video sales copy are often preferred by millennials. Unless you test the different types, you won't know which will generate the highest returns.

These 10 Online Sales Mistakes

Mistake #3:

Using the Wrong Layout

You want to build a beautiful sales page but what you think is beautiful is not necessarily what makes the most sales. In most cases, a single column sales page is much easier to read than one with columns of information.

Clean layouts designed to work regardless of platform are very important. Many potential customers use and shop using their mobile devices. They're not going to switch to a PC just to buy your products. In my last No BS Marketing Meeting I held, we were going over website creating and development and everyone had their cell phones out. So, is your website mobile friendly? If it isn't, it needs to be.

Your website and sales pages need to work on any device. Don't try to be too creative. Keep the format simple, yet attractive. Use website themes that are responsive.

Mistake #4:

Using the Wrong Examples

Providing proof that your solution works through examples is a great way to improve sales. But you should make sure they are examples your target audience can identify with; that they are specific for them. If they cannot identify with the example, they will become confused and take no action. Remember, if they are confused, you lose.

If your sales page is receiving a lot of traffic but few sales, there is a good possibility the content and/or the examples don't represent your audience's experiences and therefore they cannot relate.

Mistake #5:

Not Being Persuasive In Your Writing

Creating sales copy requires you to learn new skills. The words you choose to tell your story or convey information are important. Each word can bring feelings of joy, fear, loss, or desire. Writing effectively for your audience requires niche, topic, and audience research so that you know what emotions and words motivate readers to take action. You also want to understand how to build their trust enough to purchase from you.

Mistake #6:

Hiring the Wrong Kind of Writer For the Job

If you choose to hire a copywriter, you need to hire the right writer for the job. Hiring a content writer to write sales copy will likely be a mistake. You need someone who knows what words, emotions, and mental images motivate your niche audience. That person will generally be a copywriter that specializes in your niche. There are MANY great copywriters in the world of direct response. If you need referrals, feel free to reach out to me.

If you are looking to hire a content writer, make sure to hire someone that specializes in your niche's content topics. If you need a video, find a video specialist in your niche. Always hire the right person for the job, based on their skills, knowledge and experience.

Mistake #7:

Using The Wrong Selling Tools

Using ineffective selling tools is a big mistake. The problem is that you often don't realize they aren't right for you until you try them out. If you've been searching for selling tools with a good reputation, look at these.

There is a variety of selling-tools, which you can use. You'll need to create sales pages, thank you pages, download pages, and more. You'll also need to build a marketing list and send emails. Consider using these tools to see if they suit your needs.

- **Sales Page:** Instapage, clickfunnels, leadpages and others.
- **Thank You Page:** Either of the above will work to help you with this process.
- **Download Page:** Depending on your product you can use your host to host the item or you can use Amazon S3 for hosting digital files.
- **Autoreponder:** Aweber, Mailchimp, Convertkit, ActiveCampaign, Infusionsoft for more advanced folks and many others.

Using selling tools that fit your needs will help improve your sales and keep everything running smoothly.

BIG IDEA of the month



This is a simple way to get your customers or clients to post about you and your business on social media: reward them. This restaurant in Pittsburgh did just that. They created these business card sized cards and hand them out one to a table when they take orders or bring drinks. Their social media exposure has gone through the roof. And as we know, the more posts, comments likes and engagement, the more your things show up in timelines.

Speaking of restaurants

We were honored to host the Ohio Restaurant Association and area independent restaurants to engage in conversation about workforce development, training and regulations. Thanks to Six Hundred Downtown and Bella Vino Events and Wine Room for hosting the event.



Matt Staugler
Tourism director of Darke Co

What equals an amazing Tuesday evening? Trivia, wings and the Staugler's!



Mistake #8:

Not Following the Right Process

There's a process to completing any job and copywriting is no exception. From concept to launch, there are necessary steps to take to ensure your copy is the best it can be. Failing to follow this process can mean low to no sales. And we don't want that!

Who you learned copywriting from will determine the process you use. A general process you can follow is research > organize > first draft > edit > get feedback > second draft > review > final draft. Following a process, whichever process you choose, will ensure your copy is the best you can make it.

Mistake #9:

Misunderstanding Your Audience

This mistake is one of, if not the most disastrous mistakes that you can make. Many people don't take the time to study their audience before trying to write a sales page for a product. The more you understand and can relate to the different segments of your audience, the better your sales page will perform. The reason is that you need to understand their pain points, fully, and exactly how your solution solves those pain points. You can't do this without knowing the lifestyle, age, gender, and other demographics and characteristics of your target market. But most importantly, you need to know how they feel about things and what motivates them to take action.

Mistake #10:

Not Understanding Your Product / Service

If you don't understand your product, how are you going to explain it to potential customers?

Whether you write the copy yourself or hire a copywriter, you need to be able to describe it from your perspective and the customers' perspective. You need to know the questions customers might ask. The selling points, the features and the benefits of the product.

This information doesn't need a quick gloss over, it needs to be understood and explained in a way that your audience can understand and relate to.

Do your best to engage your visitor's **emotions** and **senses**. These are powerful triggers that can make your visitor go in a flash to "ready to buy".



Congratulations

to Will Zell on raising \$4 million for manufacturing for his company Nikola Labs.
www.niklola.tech

MAIN STREET MARKETING NEWS

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



JASON DUFF
PUBLISHER
jduff@comstoroutdoor.com

CONTRIBUTORS



ADAM RAMMEL
V.P., Sales & Marketing
arammel@comstoroutdoor.com



MATT BROWN
V.P., Real Estate
mbrown@comstoroutdoor.com



ZACH WEBER
Manager / Community Liaison
zach@smallnationstrong.com



TYLER THURLOW
Regional Sales Rep
tthurlow@comstoroutdoor.com



SHANNON REESE
Project Manager / Admin Assistant

OUR SERVICES

OUTDOOR ADVERTISING
WEBSITE DESIGN & DEVELOPMENT
VIDEO PRODUCTION
MOBILE BILLBOARDS
DEVELOPMENT
LEASING
SELF STORAGE

#SelfieStation

We all recall vacations as kids, sticking our heads through an oval cutout of that wood particle board and your friends or family snapping a picture. On the opposing side, a hand painted scene of characters with their faces missing. The purpose back then was to make a memory, now this concept is one of the most inexpensive ways to advertise your business.

The options are endless but the concept is simple; create a space for your customers to take a selfie. It could be as simple as a cardboard cutout or as elaborate as a mural painted across the side of your building.

It is no secret that social media is a great marketing tool but the key is coming up with good content to post to the numerous platforms that are available. Adding a selfie station to your business is an easy way to create a high quantity of good content.

You want your selfie station to be enticing and draw people in. Create a space that is easily accessible and customers can spend time at without feeling they are getting in the way. It has to be visible but avoid placing it in the path of high foot traffic areas like entryways or where lines may form.

The format your selfie station takes is going to depend on your business and available space. You can hire a local artist or reach out to your local schools art program to paint something on an interior or exterior wall. Build or buy a small structure relating to your business that children can sit on or

people can interact with. The format can be as inexpensive or expensive as you want and you don't have to limit your business to only having one selfie location. The most important thing to remember, you would be surprised how many are lacking it, make sure your logo is on it and prominent!

Any time you add something new to your business it needs to be promoted, the selfie station is no different. Its purpose is already to advertise your business but creating some buzz around it will heighten its effectiveness. Encourage staff to mention it to customers, help take the pictures, and join in on the pictures. Reward customers for taking and posting their selfie station pictures to your social media platforms. This can be done through discounts or giveaways; 10% off, free keychain, raffle entry, etc. Utilize your businesses main hashtag and then introduce specific hashtags that denote the particular promotion. Another good procedure to put into place is responding to customers social media posts and thanking them. This will not only be appreciated but will encourage others and them to continue to snap selfies at your selfie station.

Social media is a powerful advertising tool and although a positive review on these platforms goes a long way, it does not get much better than an actual picture of your smiling customers at your business. Give your customers a unique canvas to capture that memorable experience and enjoy the steady stream of selfie station content it adds to your social media pages.

A Lofty Way to Live

With so much happening in the revitalized downtown area, it's no wonder that more and more people not only want to work and play here—but also live here. Lofts110 recently welcomed a number of new tenants, and there's still a waiting list for those eager to experience life in the heart of it all. Why, you may ask? From architectural character to almost zero commute time, the benefits are endless:

- **The history!** Living in these upper floors of historic downtown buildings brings with it a true sense of place and a design aesthetic you just can't mimic. Gorgeous floors, soaring ceilings, exposed brick walls, open floorplans, (real!) industrial accents...it's a home that's been centuries in the making.
- **The ease!** Whether you spend time in the business district as part of your job, love exploring the many new restaurants with friends, or enjoy hitting up the boutique businesses for unique finds, you don't have to get in your car for any of it. Downtown loft living saves time, saves money, and saves your sanity.
- **The satisfaction!** When you live at Loft110, you're part of something bigger than just a beautiful, convenient place to call home. You're part of a community revival. Every new business that opens and every space that's rescued from neglect is evidence of neighbors pulling together to say, "This place matters." That's exactly what happened with the Metropolitan Building which houses Loft110, and, as a tenant, you're helping bring energy and excitement back to a place with big-city amenities and small-town heart.



Health Care at Home and Indian Lake Marine both understand that with Outdoor Advertising, less is more. These simple designs are catching the eyes of 22,000 cars per day.



This Bellefontaine landmark sign was designed by Ell A Designs, West Liberty Ohio and fabricated by Dovetail Metal Signs & Designs.

**SMALL
NATION**

Newsletter from
your friends at
COMSTOR Outdoor

MAIN STREET
MARKETING NEWS

smallnationstrong.com
Q4 2019
Phone: 888-354-2591