







3







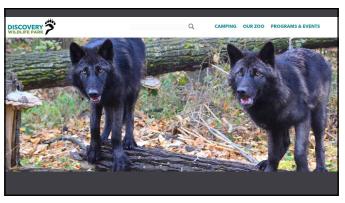






10





12





13 14













19

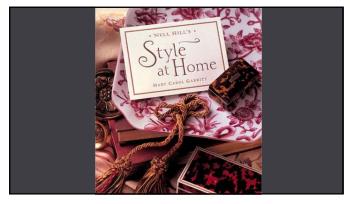




21 22







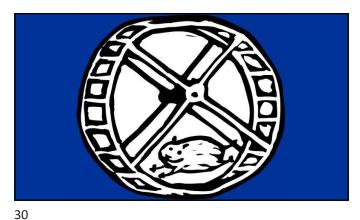


25



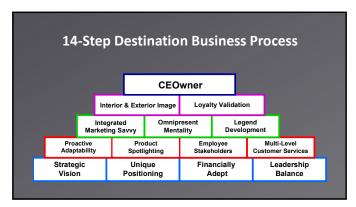






#### Jon Schallert, President, The Schallert Group, Inc.





32 31



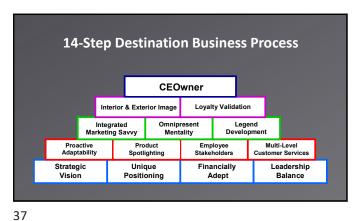


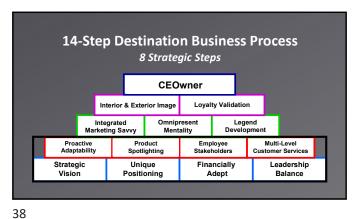
33

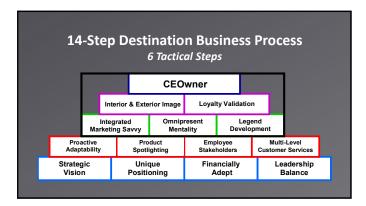


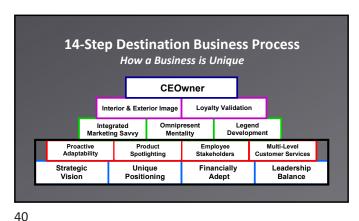
1. Non-locals spend more on every Individual Average Transaction (IAT) than locals 2. Destinations pull locals, tourists, & out-of-town customers from beyond What are the the demographics of an area 3. Destination Businesses generate advantages for more free publicity communities that 4. Destinations can compete with larger have Destination competitors, both physical and online **Businesses?** 

Jon Schallert, President, The Schallert Group, Inc.

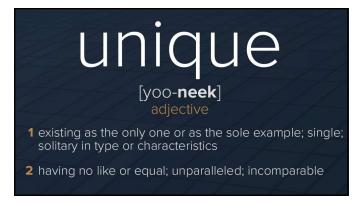


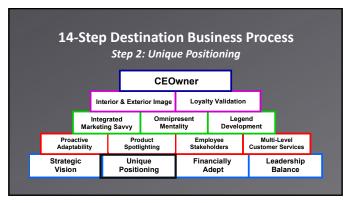




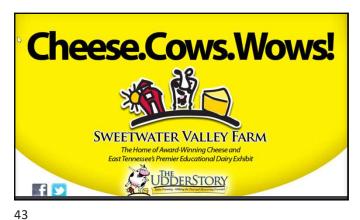


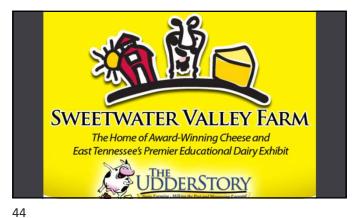
39





Jon Schallert, President, The Schallert Group, Inc.



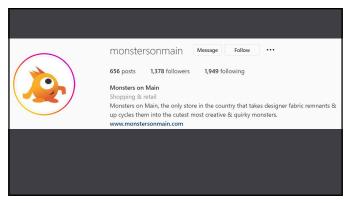






46 45





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



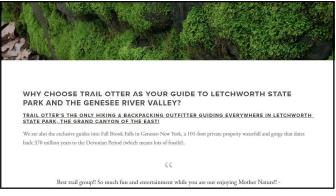


49 50





51 5



Your Unique Positioning First Sentence

1. Start with your company name: \_\_\_\_\_\_ is the only:

- 2. Create a truthful, balanced statement:
- Our puppy is a Bernese Mountain Doa
- 3. Use Words that create separation from your competitors, like:
  - Only, Home of, Source for, "...is the only store that..."



53

Jon Schallert, President, The Schallert Group, Inc.

#### **Your Unique Positioning First Sentence**

- 4. Add multiple points of uniqueness
- 5. Determine how much location you're going to claim:
  - Your city, county, state, region, country
- 6. In explaining your Uniqueness, **NEVER USE "About us" or "Our** History"
- 7. Use "Why we're unique"





55









Jon Schallert, President, The Schallert Group, Inc.







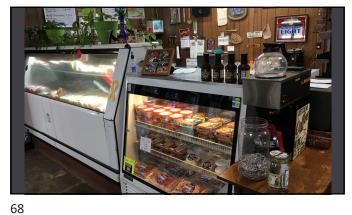


63 64









67





















Jon Schallert, President, The Schallert Group, Inc.





79 80





81 82

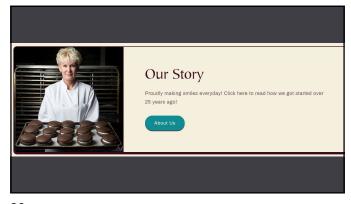




84

Jon Schallert, President, The Schallert Group, Inc.





85 86





87 88





© The Schallert Group, Inc. Parker and Fraser, Colorado, (970) 281-2923 www.DestinationBootCamp.com & www.JonSchallert.com





91 92





93 94





96









99 100









103 104





105 106





Jon Schallert, President, The Schallert Group, Inc.





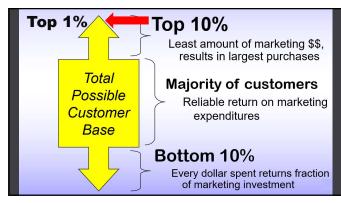
109 110



# YOUR AFTERNOON BUZZ We liked Coal Creek Coffee Co. even before trying the sandwiches or the formulated-for-high-elevation Over the Edge espresso. It was the words on the front door that did it: HOME TO MALCONTENTS, REVOLUTION-ARIES AND DO-GOODERS OF ALL TYPES. Inside, the gleaming Belle Epoque espresso machine—the only one in the state—sealed the deal. 110 E. Grand Ave.; 307/745-7737.

111 112



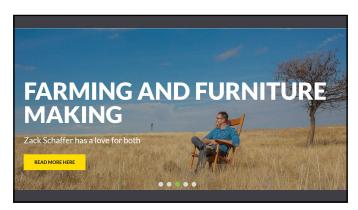






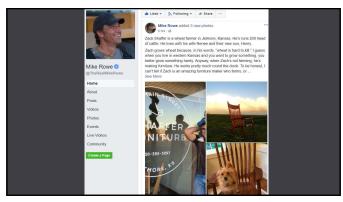
115 116





117 118





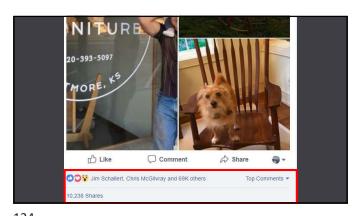
#### Jon Schallert, President, The Schallert Group, Inc.





121 122





123 124





Jon Schallert, President, The Schallert Group, Inc.





127 128













133 134





135 136

