

## Day 2 Notes

Thank you so much for joining us for the first part of our Spring Retailers Refresh Series. Taking control and implementing a few simple strategies will help you move your business forward in a positive way. As creative brick and mortar retailers, we Paintpreneurs build our business on heart and soul, but in order to move from playing shop to shop keeper we need to stay on top of our game and take control of the business side, become the CEO of our business.

### TODAY'S TIPS FOR PAINTPRENEUR SUCCESS:

Today we spoke about running your own business your own way.

What's right for you is not right for others. Be honest with yourself, no "ya buts".

You are the CEO. Take control.

Some simple things to consider when choosing your business direction:

- What lights you up in our business?
- What parts of my business are not yielding high profits and I should stop doing?
- What parts of my business need changed?
- What do I dread doing?
- What do I need to add or change for my ideal customer?
- What changes to my revenue streams could I make to align my personal and business goals?
- What are my revenue goals?

My fav WORKSHOP marketing tips and how to get bums in seats.

- Grab my free guide I mentioned [HERE](#).
- Are you sending out regular emails to your list?
- Capturing emails at the event?
- Doing FB lives from the workshop?
- Is it super easy for customers to book with you?
- Are you gathering customer testimonials?
- Are you sharing success stories?
- It's feel-good marketing that you and your customers will love.
- You're not selling you are sharing.
- You can easily get stories
  - by asking your customers to share before and afters
  - by going live from workshops (showing how fun it is)
  - interview a customer during workshops
  - feature customers at all levels
  - get them to take a selfie with you in the store
- Offer private "vip" workshops