

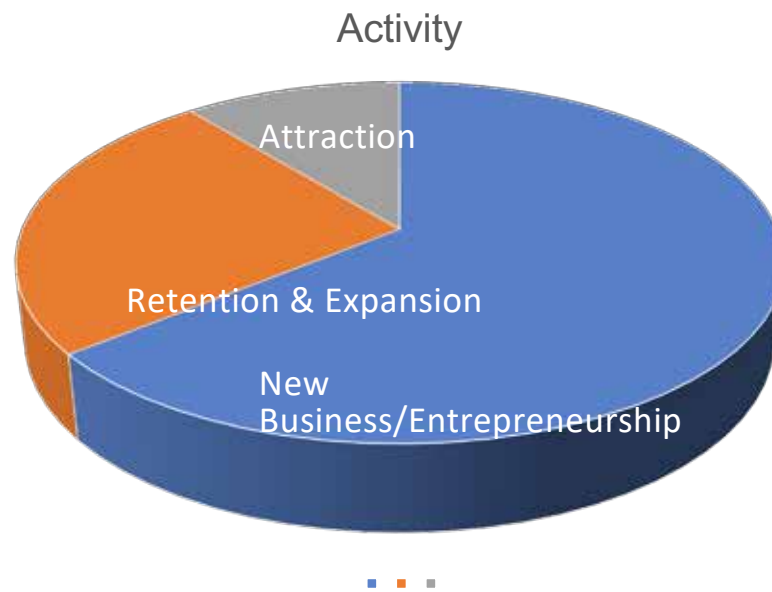


Communications: The Business Engagement Package

ROBYNE BEAUBIEN & SEAN O'SHEA



What is Business Attraction? – It's a part of a whole



What is Business Attraction? – You a star and you don't even know it



beautiful silver city

ROBYNE BEAUBIEN
CONSULTING


HATCHFORM

What is Business Attraction? – What you got is what you got

Where you spend your resources depends on

- capacity
- interest
- strategic priorities
- partners
- stakeholders

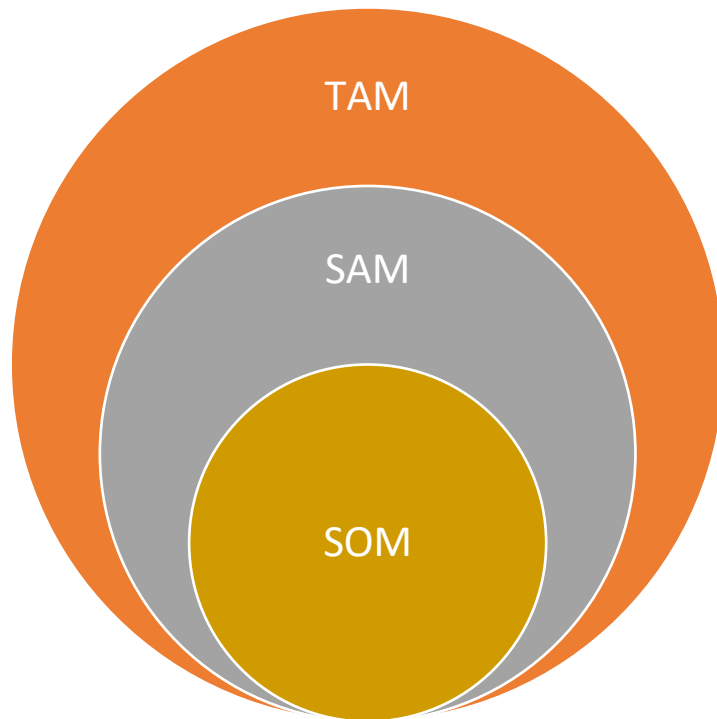
What is Business Attraction? – Who you calling an asset

Create an Asset Inventory

- properties
- education
- industries
- workforce
- resources
- programs
- etc.

= Who/What
you can Attract

What is Business Attraction? – It's a TAM, SAM, SOM Thing



Total Available Market:
What is the total size and players

Serviceable Available Market: What is possible given your assets

Serviceable Obtainable Market: What can you realistically go after

What is Business Attraction?

MECHANICS



- brochures
- pamphlets
- property databases
- ads
- promotional video
- website

What is Business Attraction? – different strokes for different folks

MARKETING CHANNELS



- Paid/Targeted Social & Traditional Media
- Industry Publications
- Local/Regional Trade Organizations
- Site Selectors
- Trade Shows/Industry Events

What is Business Attraction? – It's all about the sales



SALES!
you must get out of building

Example: Brewery

ATTRACTION	RETENTION/EXPANSION	ENTREPRENEURSHIP
Determine market viability of brewery	Identify needs/expansion plans	Identify brewers in the community
Find adequate property/landlord	Help connect with resources/incentives	Invite Brewers Guild for a presentation
Determine regulations/laws and incentives	Help redraft business plan/operations/HR	Hold an entrepreneurship bootcamp for brewers
Start outreach to in-state breweries with available licenses. Identify target out of state prospects	Help connect with local properties/landlords	Connect with startup resources locally/statewide

What is Business Attraction? – It's not just Retail



LONE EAGLE

at-home workers,
solopreneurs, etc

Push local amenities &
Mix recruitment with
entrepreneurship
programs

<http://entreworks.net/blog/recruiting-at-home-workers/>



PROFESSIONAL

Professional services
firms – lawyers,
accountants

County seats, courts, etc.
Looking for employee
amenities, QoL,
downtown housing



DISTRIBUTED

A group of professionals
working for a company in
another location

A place for accountability, QoL, easy
travel, well connected, lots of
services, close to need/anchor

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HATCHFORM

It's all about the DATA!!



ABC – Always be Collecting

- number of vacancies
- price per sq ft
- workforce characteristics
- incentives/programs
- zoning/property type
- utilities/broadband
- gaps/leakages
- visitors/downtown workers
- business mix
- prospects
- etc.

Potential Partners



Has contract with State to run statewide business attraction program

<https://nmpartnership.com>



Can assist with incentive packages and financing options

<https://gonm.biz>



Chambers of Commerce are often first touchpoint for companies



Commercial Realtors often have pulse on demand in an area and potential contacts



Local EDOs can bridge State and Local resources and are often a first touch point for interested companies. May have attraction program already



Local Industry leaders are networked with peers that may be looking to move and/or have great grasp on what industry needs

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CONSULTING



Read This...



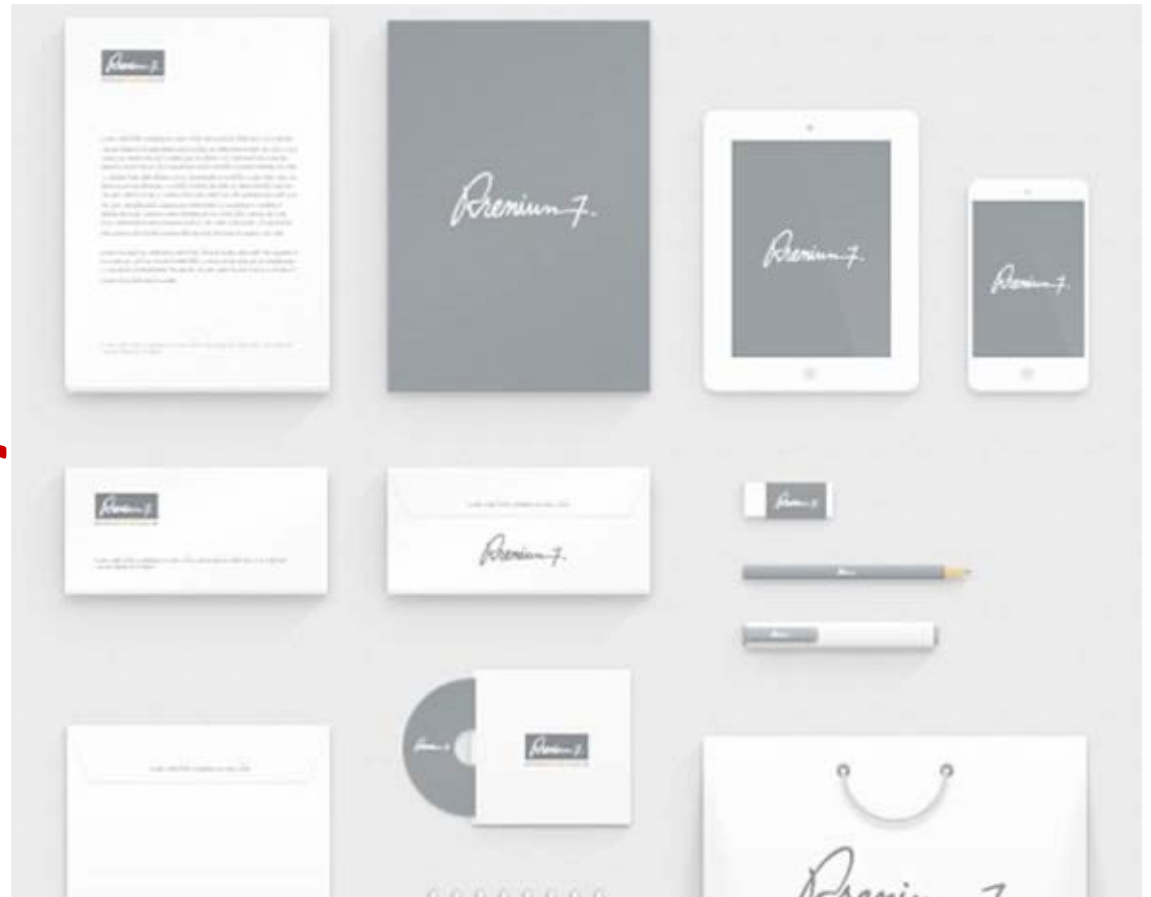
DOWNTOWN BUSINESS RECRUITMENT

by David Milder

<https://www.ndavidmilder.com/wp-content/uploads/2015/10/DANTHMilderBusinessRecruitmentAll.pdf>

Putting it all Together

Creating a package and
working with a prospect



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Information

District Numbers and Facts

Logistics

- Water
- Electricity
- Internet
- Phone
- Cable

Trade Area Analysis



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INFOGRAPHICS

Telling your data story with images



Visme.co

Easel.ly

Visualize.me

PicToChart

Canva

Infogr.am

Resources

- Financing
 - Low-interest loans –
Local and State
 - Accion
 - Wesst
- City – LOGRT, TID/TIF
- Historic Preservation
 - District Guidelines
- Economic Development
 - Local and State



Benefits

- Why should they locate in your district?
 - City Incentives/Zoning Benefits
 - MRA
- NMMS Connection/Services
 - Façade Design
 - Business Plan
 - Property Development
 - Business Brand/Marketing
 - Social Media Strategy

*Creating a ...
Climate of Confidence*

Packaging

- Rack Card
 - Keep it simple
 - Clear and concise
- Brochure/Pamphlet
 - More detail
- Folder/Inserts
- Website
- Video



UNIVERSITY OF IOWA
MUSEUM OF NATURAL
HISTORY

RIVERSIDE THEATRE

NORTHSIDE MARKETPLACE &
IOWA CITY
DOWNTOWN DISTRICT
19,000 WORKERS WITHIN 1 MILE

UNIVERSITY OF IOWA
31,000+ STUDENTS

UNIVERSITY OF IOWA
SCHOOL OF MUSIC

UNIVERSITY OF IOWA
ART MUSEUM

THE ENGLERT
THEATRE

FILMSCENE

IOWA CITY PUBLIC LIBRARY
765,000+ ANNUAL VISITORS

IOWA
IOWA CITY

Examples

DOWNTOWN

Everything's waiting for you.
Shopping, dining and entertainment... all at walking distance in downtown Iowa City. Discover the hidden, hidden gems and get connected with all the fun at DowntownIowaCity.com.

WEEKLY CULTURAL EVENTS:

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CONSULTING


HATCHFORM

Here are just a few reasons to locate your business downtown:

- Clovis MainStreet in collaboration with many partners, works to revitalize and encourage investment in historic Clovis, NM.
- Authentic, historic central shopping district; the true heart of the community.
- Friendly, supportive merchants will welcome and help new businesses.
- Brick-paved streets, benches, trash cans, trees, and holiday adornments beautify the streetscape.
- Public and private investment in property improvements is growing.
- Great mix of complimentary retail and service businesses.
- Public and private support from the community on improvements to the historic MainStreet and Railroad district.
- Central location for city, county and other public and business services.

WHY DOWNTOWN

Clovis MainStreet

Visit us online at
www.clovismainstreet.org



621A Main Street
Clovis, NM 88101
Phone: 575.309.8370
Fax: 866.218.3229

BUSINESS ASSISTANCE



The Small Business Development Center is located at Clovis Community College at 417 N. Schepps Blvd. in Clovis (505.769.4136, sbdc@clovis.edu). They provide assistance in all areas involved with starting a small business.

Taxation & Revenue Department
901 S. Main Street
PO Box 1557
Roswell, NM 88303-1557
Telephone: 575.763.8618
575.824.6065
Fax: 575.824.6070
www.state.nm/tax

What they will do for you:
They will provide a City Business License. Approval must be obtained from Zoning, Inspections, Fire, and Public Works Departments. Usually there is a small non-profit annual fee.

NM Department of Labor
1801 Sutter Place
Clovis, NM 88101-4610
Telephone: 575.763.4571
Fax: 575.769.4571
www.dol.state.nm.us/

What they will do for you:
They will provide information in regard to employers responsibilities to file from IS-803. All new businesses are required to file this status report whether or not you have employees.

Clovis City Clerk
321 Connelly Street
Clovis, NM 88101-4610
Telephone: 575.769.7627
www.cityofclovis.org

What they will do for you:
They will provide a CRS 1 Filer's Kit which contains forms and instructions for filing gross receipts and state income tax withholding payments.

ASSISTANCE

Acción - Acción extends micro-loans and business training to help small business owners realize their dreams. Acción's priority is to help those who do not have access to credit from traditional sources. They offer lines of credit from \$5,000 to \$25,000 and first-time loans up to \$30,000 for existing and start-up businesses.
Contact: 1.800.508.7824 or
www.accionm.org

Enchanted Land Certified Development Corporation (ELCDC) - ELCDC is a certified development company licensed by the Small Business Administration to offer 504 Programs in New Mexico. The SBA 504 Program provides fixed-asset financing from \$50,000 to \$1.5 million.
Contact: 505.843.9232 or
www.elcdc.com

Women's Economic Self Sufficiency Team (WESST Corp.) - WESST Corp. offers consulting, training, and support programs as well as loans to small and minority-owned businesses. The typical loan is up to \$5,000.
Contact: 1.800.469.3776 or
www.wesst.org

USDA Rural Development - USDA Rural Development supplies government loan guarantees of 60-90% of loans provided by traditional lenders.
Contact: 505.781.4853 or
www.rurdev.usda.gov/sm

CAPITAL

Local Utilities & Resources

Driver's License/Vehicle Registration:

DMV: 575.762.3732

Electric:

Farmer's Electric- 575.389.5100
Suddenlink- 575.763.4411

Gas:

PNM- 575.950.1997

Water:

EPCOR- 575.763.9126

Sewer/Garbage:

City of Clovis- 575.769.2378

Phone:

Alltel Cellular- 575.769.1823
Cellular Solutions- 575.693.1639
ENMR/Plateau Land & Cell- 575.389.5100
Qwest Communications- 800.244.1111
Sprint- 575.762.3232

Internet:

Plateau Internet- 575.389.5100
Qwest Communications- 800.244.1111
Suddenlink- 575.763.4411

TV (cable/satellite):

DishNetwork- 888.825.2557
Direct TV- 800.217.9407
Suddenlink Cable- 575.763.4411

RESOURCES

Alamogordo MainStreet is a central district of shared memory and experience where residents and visitors come together to live, work, and play. As the centerpiece of our community identity, Alamogordo MainStreet, the surrounding city, & Otero County support transformative economic development strategies that draw new residents, businesses, and tourism to the community. Alamogordo MainStreet includes desired outcomes in planning and establishes clear economic performance measures in its important community development work.

About Alamogordo MainStreet

Alamogordo MainStreet is a 501(c)(3) nonprofit organization. Established in November 2014 and fully accredited by New Mexico MainStreet and the New Mexico Economic Development Department on February 8, 2017, Alamogordo MainStreet is fully dedicated to the preservation, enhancement, beautification, and economic development of our historic downtown district with respect to local heritage and culture.

Contact Alamogordo MainStreet

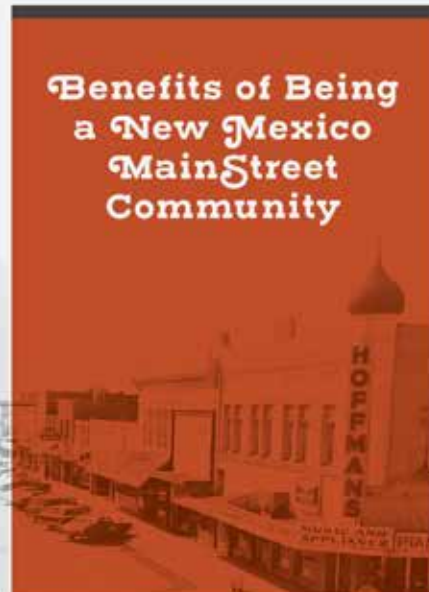
919 1st New York Avenue
Suite G
Alamogordo, NM 88310

P.O. Box 2646
Alamogordo, NM 88311

575-446-3612
director@alamogordomainstreet.org
alamogordomainstreet.org
facebook.com/alamogordomainstreet
instagram.com/alamogordomainstreet



Benefits of Being
a New Mexico
MainStreet
Community





Alamogordo MainStreet
is made possible - in part - by assistance from our
generous corporate sponsors:



MANGLANDY
EYE ASSOCIATES



Providing Changing
Regional Medical Center

BOVA
CONSULTING
& TAX

BANK 34

Jack Wingo

Benefits of Being a New Mexico MainStreet Community

Through a competitive application process, Alamogordo MainStreet was selected to become a member of New Mexico MainStreet. Our community now enjoys a wide variety of benefits, from participation in statewide and national networks of downtown revitalization organizations, to technical assistance and services from New Mexico MainStreet's professional staff and program specialists.

Economic Benefits

- Economically vital and vibrant commercial district
- Healthier business climate and greater opportunity for growth
- Expanded customer base
- Increased employment opportunities
- Cooperative strategies among small businesses
- Stronger property values, improved marketability, and increased occupancy

Social & Community Benefits

- Enhanced community assets and amenities
- Improved quality of life
- Renewed pride in community
- Restoration of civic gathering places
- Youth involvement in civic projects

Municipal Benefits

- Increased revenue from gross receipts
- Stronger tax base to support schools, parks, etc.
- Reduced costs of municipal services
- Improved access to federal and foundation dollars through public-private partnerships
- Eligibility for New Mexico MainStreet capital outlay funds (as available)

Organizational Benefits

- Stronger networks among civic and economic organizations
- Improved local capacity
- Achievement of common goals
- Leveraged resources
- Development of community partnerships

Technical Assistance provided by New Mexico MainStreet

As a valuable and added benefit of full accreditation through the New Mexico MainStreet program, Alamogordo MainStreet receives significant technical and organizational assistance. Local volunteers and staff provide the strategies and overall direction of Alamogordo MainStreet while New Mexico MainStreet simply help us get there!

Organization

- Establishing and maintaining a successful nonprofit
- Grant writing and fundraising assistance
- Volunteer development
- Professional development
- Resource development to implement Economic Transformation Strategies
- Establishing Economic Performance Measures

Promotion

- Positioning Alamogordo MainStreet as a hub of economic activity
- Branding and logo development
- Event planning and implementation
- Marketing for tourists
- Merchandising assistance

Design

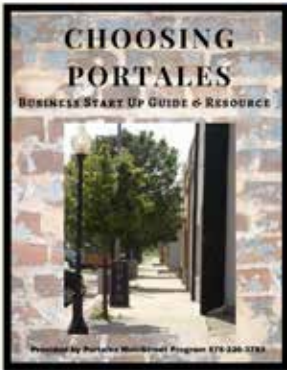
- Conceptual architectural design and adaptive reuse strategies
- Streetscape and facade improvements and public art integration
- Interior design, window displays, and lighting
- Historic preservation research and services
- Downtown master plan development

Economic Vitality

- Market analysis, business plans, and small business support
- Business retention and expansion strategies
- Business recruitment strategies
- Development project financial feasibility analysis
- Financial revitalization tool development
- Reporting Economic Performance Measures

BUSINESS DEVELOPMENT PACK

Created by Portales MainStreet



WHY DOWNTOWN PORTALES AND PORTALES MAINSTREET?

Portales MainStreet Network and National Main Street Center members of the Four-Point Program which focuses on Economic Revitalization, Design, Organization and Preservation to better the streets and Portales as a whole.

Economic Revitalization: Strengthen downtown's economic by reducing current vacancies, attracting new investment by providing info and support to entrepreneurs, sharing information about the downtown market, recruiting new businesses and providing business and technical support.

Design: Preserve downtown's historic architectural character, encourage building renovation, enhance public spaces, street and beautify downtown, and educate current place building maintenance.

Organization: Manage a strong group of members throughout the City of Portales and bring together the public and private sectors to work collaboratively and on common downtown and historic focus and objectives to get MainStreet's work done.

Preservation: Special events and fundraisers, create the local awareness of businesses, supporting other organizations' events, provide needed management of historic, and overall image management for downtown Portales.

DOWNTOWN DISTRICT MAP



THE TIME IS NOW

Recent Census

2015 Estimated Population	19,130
2010 Census	18,745
Under the age of 18	7.1%
Age 18 and under	12%
Median household income	\$16,122

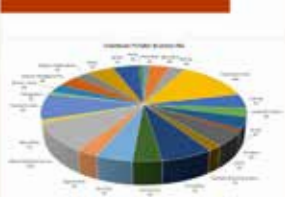
Blacks - 1.9%
Hispanics - 46%
American Indian - 1.1%
Asian - 1.6%
Pacific Islander - 0.1%

Population and Households - 0.2
Information provided by the Census Bureau.

Portales MainStreet currently's membership is more than 4,000 members with over 80 ongoing programs.

Location for Portales MainStreet is only 12 miles to the north of Portales, commercial, industrial and best location along with transportation and Portales Home, L&B currently has over 1,200 personnel employed in the area.

Downtown Business Mix





DOWNTOWN OSKALOOSA

A Thriving District

A healthy downtown reflects a healthy community. A community's downtown is a symbol of its economic health. Successful downtowns are a key element in industrial, commercial, and professional recruitment to the community.

Oskaloosa's historic downtown encompasses an iconic bandstand in City Square Park surrounded by downtown businesses. The area serves as the location for numerous community events and gatherings throughout the year, attracting thousands of visitors every year.

For almost three decades, Iowa's Main Street communities have made a commitment to the long term revitalization of commercial, historical districts. Oskaloosa Main Street has served to maintain this promise to the community since 1986.



Investment & Progress on Main Street

Main Street Iowa Investment

Over **\$375K** in Main Street Iowa Challenge Grants have been awarded to downtown Oskaloosa projects since 2009.



Local Investment

Main Street Oskaloosa's local facade grant is a \$500 matching grant that can be utilized by district building and businesses owners to fund misc. facade repairs, signage, etc.

Public/Private Investment

Finished in 2018, the first phase of the Community Development Block Grant Downtown Facade Revitalization Program invested roughly **\$1.2M** of City, State, and Private Funds into 18 downtown buildings.



Private Investment

Over **\$29.2M** have been invested in Main Street district rehabilitation and revitalization projects and property acquisition since 1986.

Downtown Market Analysis

Main Street Business Mix



- Vacancies
- Retail
- Service
- Restaurant/Bar
- Government, Nonprofit, Other

Total Retail, Food & Drink Trade Surplus

(Based on downtown Oskaloosa drive time areas)



(Source: Oskaloosa Main Street Market Analysis 2017 Market Snapshot, 2018)

2018 Top Prospects Survey Results

Which one of the following types of new or expanded businesses or attractions in Downtown Oskaloosa would you be most likely to frequent?



(Source: Oskaloosa Main Street Market Analysis Top Prospects Survey) 2018

The Main Street Approach[®]

The Main Street Four Point Approach[®] was developed in 1977 by the National Trust for Historic Preservation in Washington D.C. It is a trademarked and copyrighted process which offers a comprehensive and integrated strategy to commercial district revitalization using four key facets: **Organization, Economic Vitality, Design, and Promotion.**

Using the Main Street Four Point Approach[®], Oskaloosa Main Street is able to address the value and needs of the downtown Oskaloosa district.

- ORGANIZATION** addresses the civic value of Main Street by building strong, broad-based support in the public and private sector for the commercial district and revitalization initiative.
- PROMOTION** addresses the social value of Main Street by attracting people to the district through marketing of its unique assets and improving its image.
- DESIGN** addresses the physical value of Main Street by improving the appearance of the district through historic preservation and sustainable strategies.
- ECONOMIC VITALITY** addresses the economic value of Main Street by repositioning the district's economy through market-driven retention and development strategies.

The Main Street Advantage

Businesses located in the Main Street District (map on rear) enjoy many benefits. Downtown is centrally located, and close to main thoroughfares. Main Street communities are eligible for exclusive grants, trainings, and technical assistance from Main Street Iowa and the Iowa Economic Development Authority. Benefits to Main Street property and business owners include:

- Design Assistance
- Business Assistance
- Grants & Other Funding Opportunities
- And More!

Downtown Clinton, NC - Business, Investment, & Incentives Information Packet

- About Clinton
- Features of Downtown Clinton
- Downtown Market Opportunity
- Existing Businesses Downtown
- Incentive Information
- Important Contact Information for Small Business Investors

The image shows two pages from a brochure. The left page is the cover, featuring the 'Downtown Clinton North Carolina' logo and the title 'Downtown Clinton Business, Investment, and Incentives Information'. It includes a quote about the town's agricultural heritage and a website link. The right page is titled 'Existing Downtown Business' and lists 'Long-Time Businesses in Downtown' with a bulleted list of 10 businesses and their founding years. It also features three photographs of downtown buildings and a list of business amenities.

Downtown Clinton
NORTH CAROLINA

Downtown Clinton
Business, Investment,
and Incentives Information

"Downtown Clinton, NC, is a destination named in its rich agricultural heritage. Anchored by the Green Square, our downtown is the center of opportunity for social, cultural, commercial, and governmental activity in the heart of Sampson County."
Clinton Main Street Program Vision Statement

www.DowntownClinton.com

Existing Downtown Business

Long-Time Businesses in Downtown

- Butler's Pharmacy - 100+ years
- The Sampson Independent - 90+ years
- First Citizens Bank - 87+ years
- Crompler Historical Funeral Home - 78+ years
- Bill's Beauty Shop - 70+ years
- Royal Hall Funeral Home - 71+ years
- Butler & Faircloth Realty - 68+ years
- Taylor & Sanderson Appliance - 68+ years
- Fleming Estate Property Management - 68+ years
- Butler & Faircloth Insurance - 51+ years
- Jeffrey Bell, DDS PLLC - 51+ years
- Faircloth & Faircloth Attorneys at Law - 47+ years
- Samsom Jewelry - 42+ years

In addition to the above long-time businesses, Downtown Clinton is home to over 100 businesses and organizations employing more than 1,000 full-time employees. These businesses include:

- Multiple fitness facilities
- Multiple restaurants (some with alcohol sales)
- Craft stores
- Over 40 retail and food businesses
- Over 40 professional service offices
- Multiple washer facilities
- Over 20 barber shops and beauty salons

Clinton
NORTH CAROLINA

pg 7

Clinton – Community Resources

- Clinton Retail Leakage Report
- Utility Incentive Grant Information & Application
- Façade Improvement Grant Information and Application
- Economic Tax Incentive Grant Information and Application
- Mixed Use Residential Incentive Information and Application

Downtown Incentive Information

Facade Improvement Program - This program reimburses up to \$5000 of the costs of repairing and refinishing commercial facades in the Downtown Special Tax District. The chart below shows the amounts, both awarded and pending, for FY 14-15:

PROPERTY ADDRESS	PROJECT TOTAL	GRANT AWARD
307 Vance St	\$3,286.13	\$1,537.50
200 E Main St.	\$6,753.65	\$2,500.00
107 Vance St	\$2,000.00	\$1,000.00
119 Vance St	\$22,395.00	\$5,000.00
109 Wall St	\$14,700.00	\$3,675.00
120 Fayetteville St	\$5,165.00	\$2,500.00
209 E Main St	\$1,975.00	\$987.50
TOTAL	\$56,374.78	\$17,200

Utility Incentive Program - This program reimburses utility costs for new or relocating businesses in the Downtown Special Tax District based on the schedule below. Payments are made following one full year of operation, and require application approval by the Downtown Clinton Economic Restructuring Committee. There is currently one business taking advantage of this program. They will be eligible for \$1,200 in August 2015.

TYPE OF BUSINESS	UTILITY REIMBURSEMENT AMOUNT
Restaurant	\$1200.00/\$100.00 per month
Retail	\$600.00/\$50.00 per month
Professional Office/Service	\$360.00/\$30.00 per month
All Other Permitted Uses	\$360.00/\$30.00 per month

Economic Tax Incentive Grant Program - This program is designed to incentivize rehabilitation of older buildings in the Clinton Downtown Special Tax District. After the property owner pays all annual taxes, the City of Clinton and Sampson County will "grant" the property owner a sum equal to the difference between the total tax amount paid and the original tax value before renovation and construction. The special tax district incentive program time period is five years. Below is an example of potential grant award, based on actual project in Downtown Clinton. This property owner will receive a total grant of \$27,158.90 over five years since construction was completed.

YEAR	PROPERTY VALUE	COUNTY TAX	CITY TAX	DOWNTOWN SPECIAL TAX	TOTAL TAXES PAID	TOTAL GRANT
2009	\$6,149	\$51.80	\$24.31	\$12.34	\$89.51	N/A
2010	\$288,457	\$2437.46	\$1182.67	\$576.91	\$4,197.04	\$4,107.53
2011	\$414,326	\$3853.23	\$1657.30	\$745.79	\$6,256.32	\$6,166.81
2012	\$414,326	\$3,252.46	\$1,657.30	\$745.79	\$5,655.55	\$5,566.04
2013	\$414,326	\$3,252.46	\$1,657.30	\$745.79	\$5,655.55	\$5,566.04
2014	\$414,326	\$3,438.90	\$1,657.30	\$745.79	\$5,841.99	\$5,752.48

Design Tools

- Word/Publisher
- Google Docs
- Adobe Creative Suite
(Quark/Illustrator/Photoshop/InDesign)
- Online Subscriptions:
 - Canva
 - PicMonkey
 - SmartDraw
 - Venngage

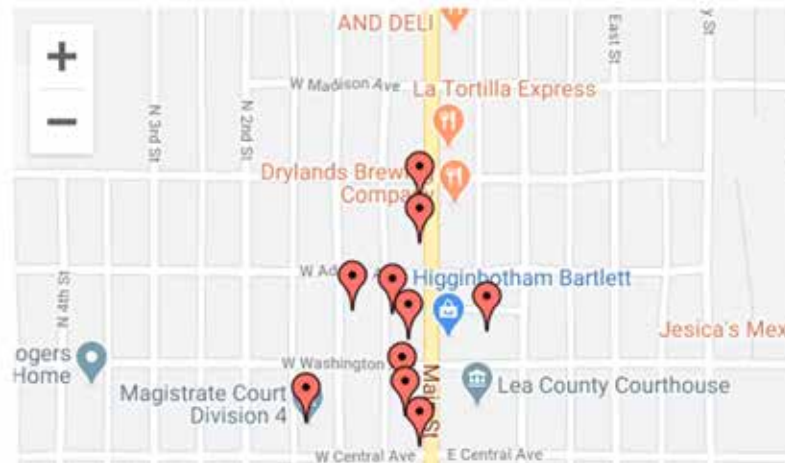


Lovington MainStreet

[Home](#)[About Us](#)[Business District](#)[Events](#)[Projects](#)

Available Properties

Check out the properties currently available for lease or purchase in our downtown district. Click on a pin for more information about the location.



CONTACT US

Mailing Address:

PO Box 1418
201 S. Main Street
Lovington, NM 88260-1418

Phone:

575-396-1418



DIAMOND PARTNER 2019

CLOVIS MAINSTREET, INC.

DONATE TO CLOVIS MAINSTREET VIA PAYPAL!



OUR EVENTS



Downtown Clovis is the heart of the city and hosts many activities to enjoy year round. Come visit us any time of the year to enjoy your one one-of-a-kind experience! 2017 Events to Enjoy in Our ...

[more...](#)

BUSINESS RECRUITMENT



The Clovis MainStreet district is a busy, dynamic place for your business! Once the heart of all shopping in Clovis, the district is now home to unique niche shops, antiques, recycled goods,

... [more...](#)

ABOUT THE DISTRICT



Clovis MainStreet is dedicated to the revitalization of the historic district in Clovis, NM. The district starts in the Railroad District to the south and moves north up Main Street to 14th Street.

... [more...](#)

VOLUNTEER



Everything that happens through Clovis MainStreet is because of the amazing group of volunteers who work hard to support our goals and activities. If you are interested in volunteering, please ...

[more...](#)



Nob Hill Businesses



This is a map of businesses in the Nob Hill area. The Nob Hill area begins East of Girard and ends West of Washington. The 49,947 views



[SHARE](#)



Restaurants, food, and bars



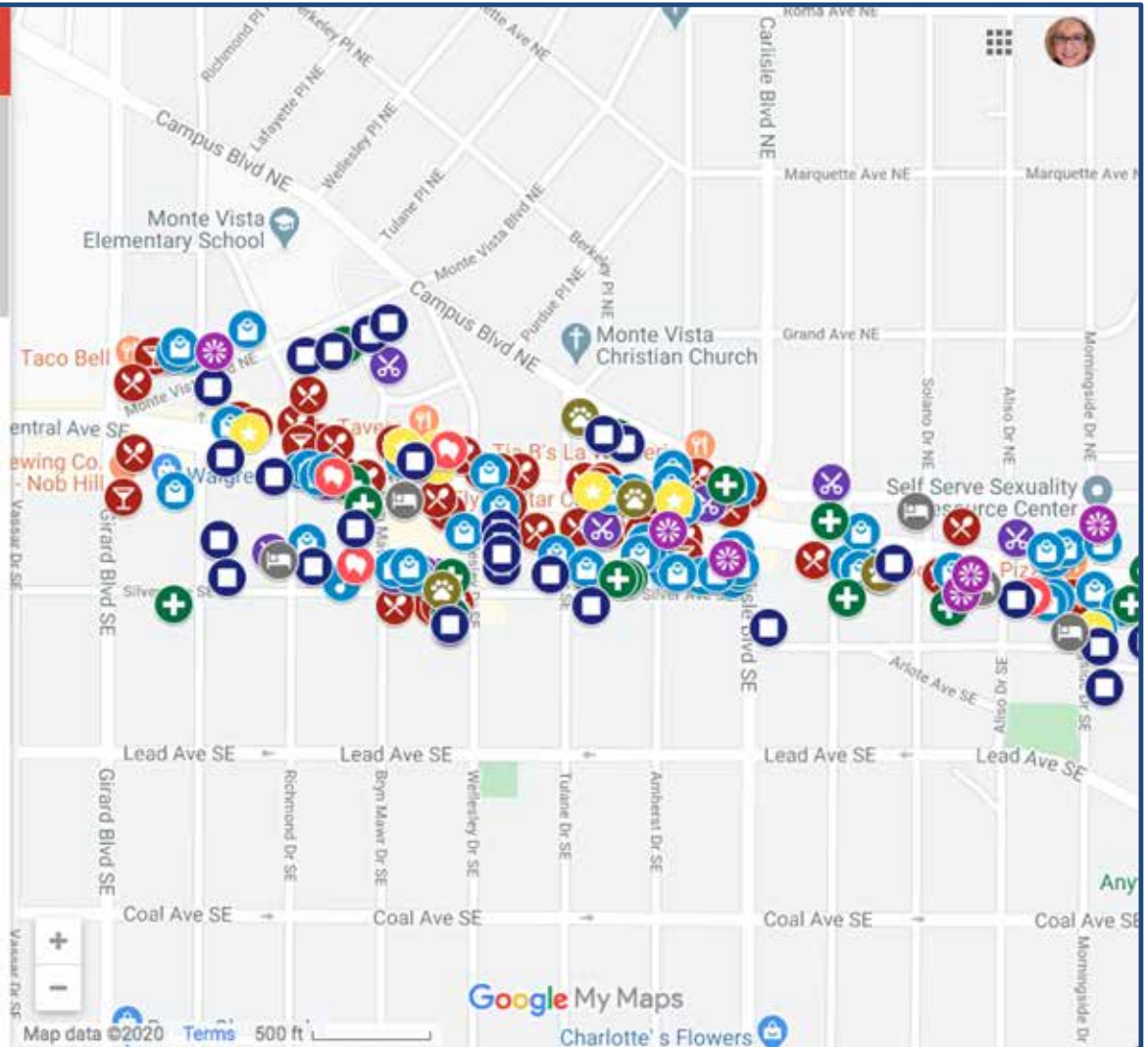
- Ragin' Shrimp
- El Cotorro
- Fan Tang
- Elaine's
- ... 56 more



Beauty Salons



- Mark Pardo SalonSpa
- Laru Ni Hati Salon
- Salon Tallou
- Moxi Hair Studio
- ... 20 more



Communications

- Presenting and selling your district
 - Your best you
 - Collateral
- Best practices
 - Create a climate of confidence
 - Don't be negative
 - Be honest – it may not be a good fit
 - Don't take it personally



Thank you!

ROBYNE BEAUBIEN
CONSULTING



HATCHFORM

Q&A

