

Business-proven ways to sell more Downtown

Some say our older lagging Downtown business areas need to develop their “brand.” But, says consultant, trainer, and writer John Gann, Downtown isn’t a “brand.” Downtown is a **Message**.

And it’s not a Message conveyed by a “branding” slogan. It’s a Message delivered by the Physical Environment within Downtown and, both within and outside of Downtown, by what John calls the Marketing Environment.

Change Shopper Behavior

Popular author and retail consultant Paco Underhill and others made a science out of observing shopper behavior. He showed that if you change the Physical Environment inside a store in certain ways, that store will sell more.

But stores in our older Downtown business areas face two problems in making that happen.

- * We cannot respond to the Physical Environment inside a store if we don’t first go into the store.

- * And we can’t be in a Downtown store if we’re not Downtown.

Sell Outside the Store

Underhill showed that a store’s interior Physical Environment can in effect send a “Buy something” Message.

In a new manual, John shows that the Physical Environment of a Downtown also sends a Message that affects whether people go into its stores and get that “Buy something” Message.

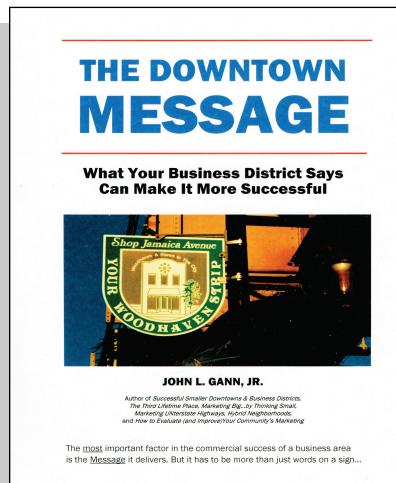
And what he calls the Marketing Environment also sends a Message both to “Go into our stores” and to “Be Downtown” in the first place. And action on both of these additional Messages is necessary if the in-store “Buy something” Message is to have any effect.

So this manual applies **outside** the store the influence of the Physical Environment Underhill found to work **inside** the store. And it goes beyond that to explore the Marketing Environment needed to get people inside the store and get them Downtown as well.

Business-Proven Ways

In *The Downtown Message: What Your Business District Says Can Make It More Successful* (paperbound, 54 pages, 35,000 words), John shows business-proven ways Downtowns can manage their Physical Environment and Marketing Environment to boost sales in their smaller stores.

He cites top retail authorities and describes not what Downtown programs do but what successful **businesses** do. And he gets to the bottom line without a lot of superfluous verbiage in a way busy businesspeople can appreciate.



Let John clue you in on over 60 things to do that Downtowns need to know. You’ll discover:

- * The two Downtown success factors **more** important than the stores: page 33

- * How using **all** our senses can deliver Downtown’s Message: page 14

- * Two great ways Downtown stores can compete with big boxes and chains: pages 33 & 39

- * The big marketing advantage Downtown has over malls and commercial strips: page 7

- * Using **commercial** traffic calming to **un-calm** people Downtown: page 24

- * How “Human Search Engines” can help Downtown: page 19

A “Cadillac” in Marketing

Called “a Cadillac in marketing expertise,” John L. Gann., Jr. (citykid@uwalumni.com), President of Gann Associates, consults, trains, and writes on marketing places. He has authored several manuals on the subject.

John has been published on business areas in *The Wall Street Journal*, *CarlsonReport*, *Downtown Idea Exchange*, *Chicago Tribune*. He has made conference presentations to retail trade associations and state municipal leagues.

- * The importance of signs to Downtown businesses: page 26

- * Downtown’s “tax relief” for shoppers: page 43

- * How Downtown beats buying on the Web: page 47

- * Advertising media to look into and media to pass up: page 51

- * Bad Messages Downtowns commonly convey: page 10.

And John cites a case study of stunning success despite the small stores, bad locations, and substandard buildings characterizing many Downtowns.

Like John’s *Successful Smaller Downtowns & Business Districts*, this is a must-read manual for the learners and leaders today’s Downtowns need.

Fax to: (866) 61-HORAM

Yes, send ____ copies of *The Downtown Message*. I enclose \$49.75 + \$5.75 S&H per copy print or \$39.75 PDF, both + 8.25 % sales tax (IL orders).

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