

PRESENTATIONS and TOOLS

Main Street District staff and volunteers face many challenges in working with the businesses that are a part of their program. Here at Profits Plus, we have created these presentations that specifically address these opportunities and challenges.

1.) Keys to Building Strong Retailers

Main Street Districts can build strong businesses in either of two ways. They can work to attract new businesses with deep pockets; be it a chain store or independent business. Or they can work to strengthen the existing businesses within their district. When this second strategy works best for your district, this presentation is the one your staff and volunteers need to hear.

2.) Connecting the Dots Within the Main Street District Businesses

Connecting the Dots Within the Main Street District Businesses deals with the issue that many Main Street District managers and volunteers face on a daily basis; how do you get businesses to participate? Tom will show that while media events are important, they have to compliment what is going on in the district instead of being the focal point. Tom will also explain his "A-B-C-D" and "1-2-3-4" strategies that can work in your community to help improve the business management knowledge of your individual businesses. This will also show specific businesses how to work together to keep customers in your district for longer periods of time.



Bring an experienced expert to your community or state Main Street event. Tom Shay is a fourth generation small business owner, having grown up in the family business located on the main street of a small community. He knows the challenges faced by businesses as well as the reward a community can receive when businesses are working in conjunction with each other and within the Main Street program.

In the Profits Plus toolbox, Tom Shay offers your community these FREE tools for your usage:

Small business evaluation questionnaire - A 12-page self-evaluation to help a business owner determine their strengths, threats, opportunities and challenges.

Small Business Conversations - A monthly free talk show for you, your staff and all the businesses in the community. A one-hour program where we visit with industry leaders.

Small Business Advisories - A free monthly article on small business management for your website, newsletter or other communication.

Small Business News - A monthly newsletter with a suggested small business management book to read, a promotional idea, and comments on the current business trends.

Profits Plus website - The largest website in the industry and all is free! 380 articles on business management; 45 business analysis calculators to perform financial analysis; recordings and PowerPoint of Tom Shay's presentations.

AMP calculator - A tool you can use to assist a business in planning their budget for advertising, marketing and promoting.

Independent Retailer Month - Join a worldwide celebration of independent businesses. Join the movement on Facebook, Twitter, and indieretailermonth.com website. It's in July!