

GEARING UP FOR CONSTRUCTION:
**THE IMPORTANCE
OF HAVING A PLAN**

KIMBER LANNING, LOCAL FIRST ARIZONA FOUNDATION



LEVERAGE YOUR LOCALNESS



- Identify your business as LOCAL
- Thank your customers for buying locally
- Figure out what your non-local competition is doing
- Use local stats to close sales
- Tell your story
- Think like a team: COLLABORATE

THINK ABOUT:

- What makes you worth a special trip?
 - What sets you apart from everyone else?
 - A **Brand** is a perception: own your unique sense of place; people will follow
 - What do people think of when they think about your business?
 - Why do people patronize your business right now?
 - How can you make patronizing your business easier during construction?
-

DON'T TRY TO BE CHEAPER THAN THE BIG GUYS

- **BE DIFFERENT**
 - HAVE A WIDER VARIETY
 - OFFER PRODUCTS THE BIG GUYS DON'T
 - BE CONVENIENT
- **HAVE BETTER CUSTOMER SERVICE**
 - HAVE MORE EXPERTISE ON STAFF
 - GO THE EXTRA MILE
 - BE CONSISTENT

UNDER "ABOUT US": TELL YOUR STORY. WHO ARE YOU, REALLY?

The screenshot shows the Bookmans website's community page. The left sidebar contains navigation links: HOME, BUY SELL TRADE, ABOUT US, COMMUNITY (with sub-links for Our Causes, Featured Groups, Sponsorships, Reading Challenge, Educator Programs, and Youth Programs), EVENTS CALENDAR, TICKET SCHEDULE, MULTIMEDIA, CONTACT, NEWS, BLOG, UPDATES & FEEDS, and LINKS. Below these are fields for signing up for a newsletter (Email Address, Name, Select favorite store) and social media links for Facebook, Twitter, and MySpace.

The main content area features a "Home" section with a paragraph: "Bookmans is not only a reflection of our community, but a contributor to it. We are dedicated to encouraging those individuals and organizations that work to improve the quality of life in our own backyard through cash and product donations, as well as featured placement in our stores. Learn more about the groups and organizations we regularly support." Below this is an "Our Causes" section with a circular logo of a hand holding a book, stating: "The interests and passions of the people who work for Bookmans are numerous and varied, but Literacy & Education, Free Speech, Animal Welfare, and the Environment are the core convictions that have guided us as a company for over 30 years." This is followed by a "Sponsorships" section with a logo for "Bookmans LATE NIGHT CULT CLASSICS" and text: "From roller derby and live music showcases to film series and record and book festivals, Bookmans regularly sponsors cultural events in Tucson, Flagstaff, and the Phoenix/Mesa area that are organized by dedicated local organizations and individuals. See what we're supporting in your neighborhood." The "Local First Arizona" section includes a logo and text: "Did you know that when you shop at a locally owned business, 45¢ of every dollar stays in Arizona, versus 13¢ of every dollar spent at a national chain? Bookmans is proud to be a member of Local First Arizona, a non-profit collective of Arizona-owned businesses that works to strengthen communities and local economies through supporting, maintaining, and celebrating locally owned businesses throughout the state of Arizona." To the right, there are three promotional boxes: "Bookmans SCHOOL CHALLENGE", "Kids Club & 1317" (with a cartoon character reading a book and text about youth discount programs), and "Project: Educate" (with an apple logo and text about a 20% discount for educators).

The bottom of the screenshot shows a Windows taskbar with open applications: Bookmans - Google..., Microsoft Excel non..., Spotify, Adobe Photoshop C..., and Microsoft PowerPoi... The system clock shows 2:39 PM.

Community Tire & Automotive Service Specialists are proud members of:



REGIONAL THINKING CREATES NEW DOLLARS FOR ALL



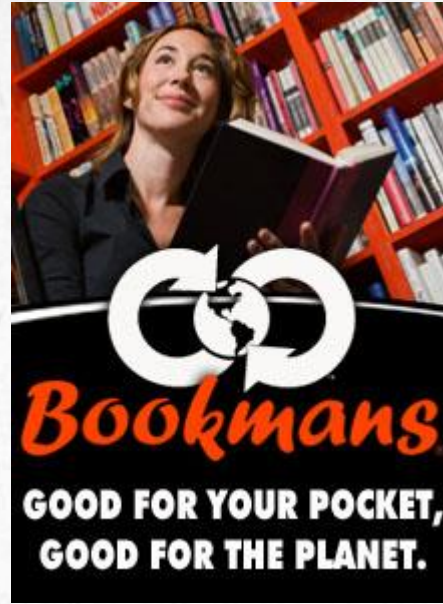




THE ORPHEUM PRESENTS

THE NORTHERN ARIZONA BEER & GEAR EXPO







THE ARTS

BRASS MICE AND YARN BOMBS





GO WITH THE FLOW
TAYLOR FREEZE - PIMA, AZ





modified arts



ROOSEVELT ROW

22 RESTAURANTS

10 GALLERIES

13 RETAILERS

12 BARS/MUSIC VENUES

9 COFFEE SHOPS

9 SALONS



FAIR TRADE COFFEE

BIG BREAKFAST

St. Rum Bar

SHORT LEASH

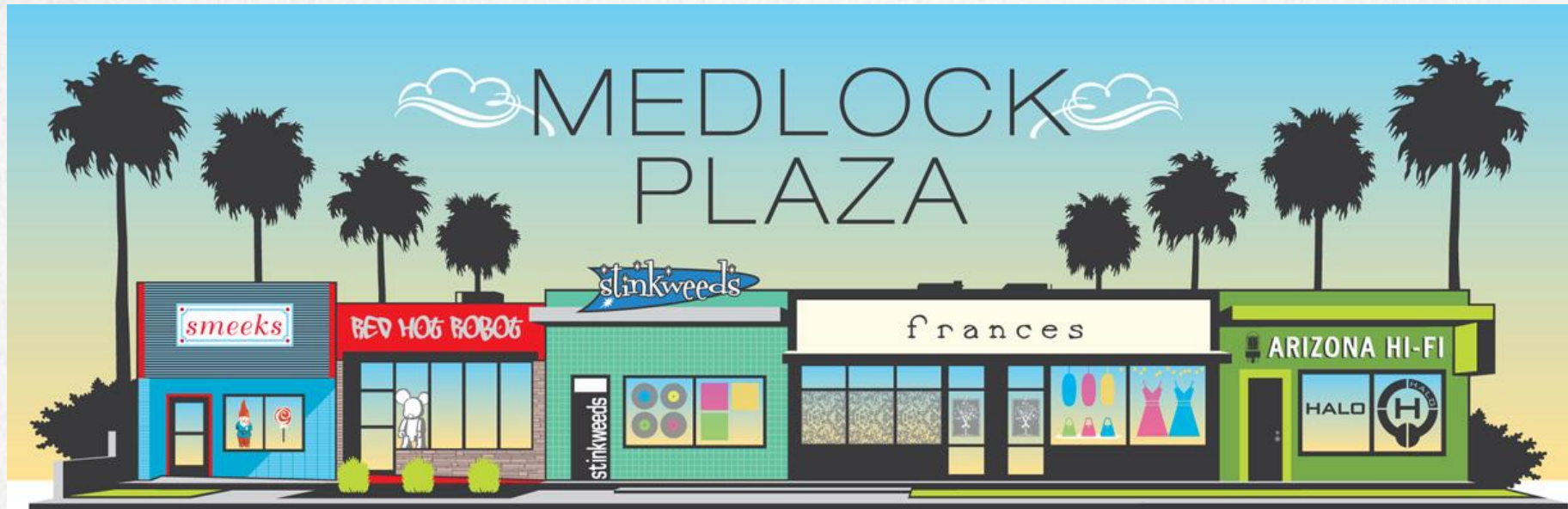
MO PIZZERIA

GOLDEN RULE TATTOO

Afida's Hair Salon

PUBLIC MARKET

POOL YOUR RESOURCES



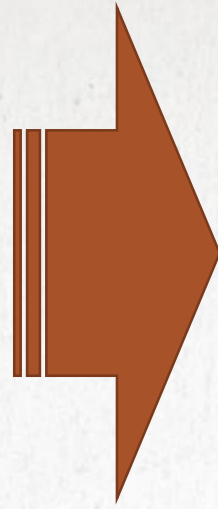
Stinkweeds

Frances Boutique

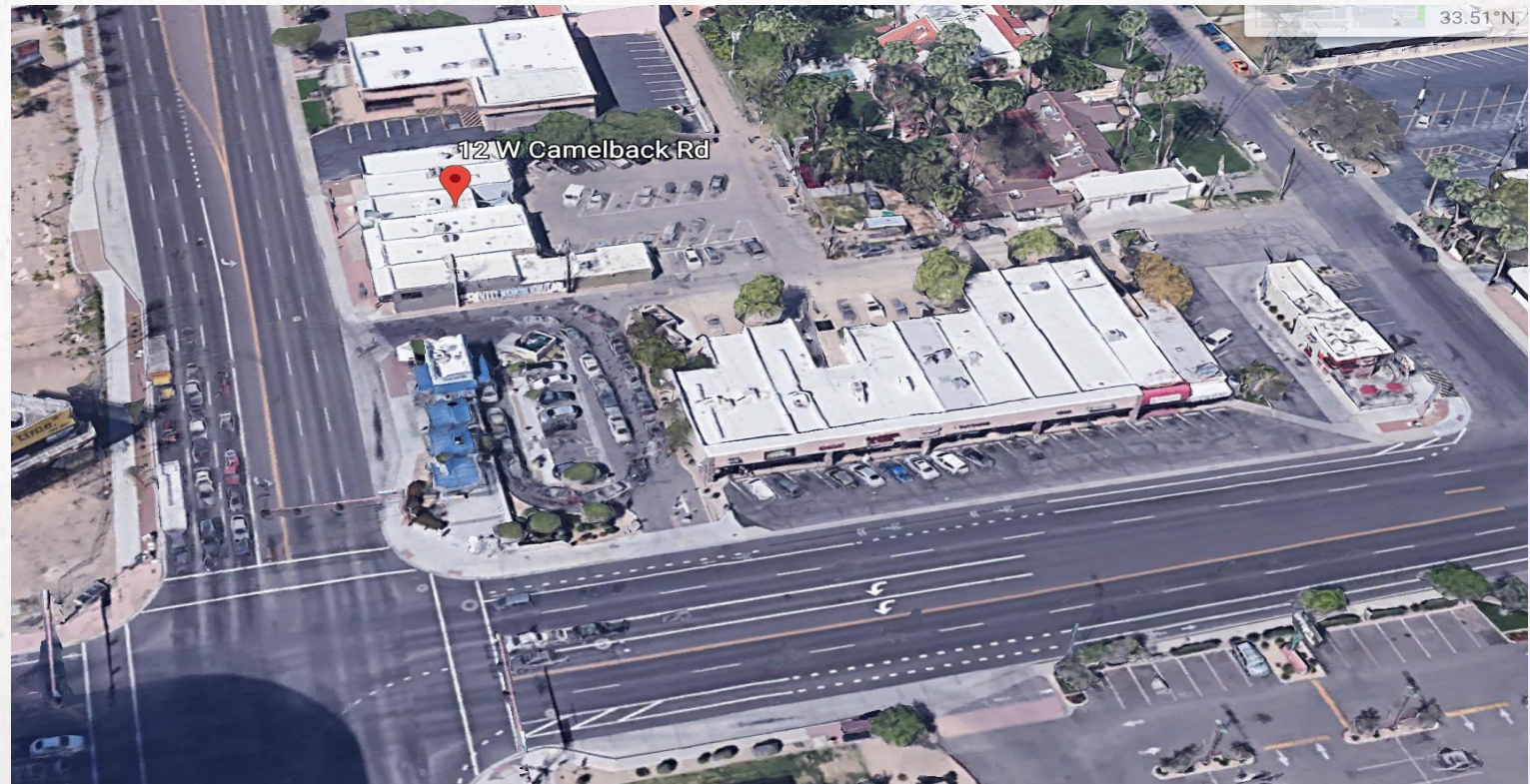
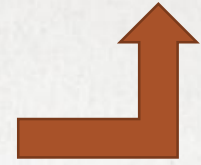
Red Hot Robot

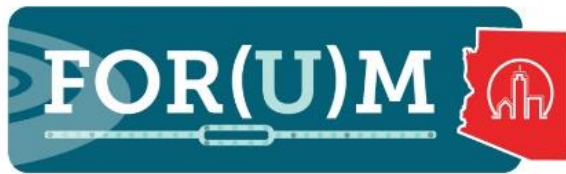
Smeeks

Halo



Enter on Central





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