

# TURN YOUR BUSINESS INTO A DESTINATION

presented by

**Jon Schallert, President**

THE  
**Schallert**  
GROUP

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[www.JonSchallert.com](http://www.JonSchallert.com)  
[www.DestinationBootCamp.com](http://www.DestinationBootCamp.com)  
[www.DestinationUniversity.com](http://www.DestinationUniversity.com)

# **JON SCHALLERT**

## **President, The Schallert Group, Inc.**

Jon Schallert is an internationally-recognized business consultant and speaker specializing in teaching businesses how to turn themselves into Consumer Destinations. Schallert speaks to thousands annually on his proprietary 14-step “Destination Business” process, which he developed over the course of nearly thirty (30) years of studying and interviewing independent business owners who had made themselves the preferred choice in their competitively crowded marketplaces.

Jon’s Destination Business strategy has been used extensively by businesses large and small to help them capture more market share, even when larger, better-capitalized competitors seemingly have the advantage. Jon’s Destination Business strategy breaks down the process of how a business tries to market itself, and elevates the unique qualities that a targeted customer finds most important. Using this strategy often means ignoring the tried-and-true marketing methods that industry-leaders traditionally use, and instead, focuses on increasing the “marketing scope” of a business, which in turn pulls targeted customers and the media from outside the traditional geographic marketplace of the business.



Schallert’s consulting firm, The Schallert Group, Inc., has been in business for seventeen (17) years. Prior to starting the company, Schallert worked for greeting card giant Hallmark Cards for ten years, where his unique marketing strategies were publicized throughout the company as “the Schallert Method”. Hallmark used his expertise on a nationwide multi-million dollar new product rollout, and tapped Schallert’s experience for their national reinvention of their card shop channel into “destination” stores.

After leaving Hallmark, Schallert began speaking around the country in cities, towns, downtowns, and at association conventions. After years of annually conducting over 1,000 on-site consultations with business owners, and studying the most successful business owners in North America, Schallert developed and trademarked his proprietary 14-step Destination Business process that he exclusively teaches today.

With the launch of the company’s online training program, Destination University, ([www.DestinationUniversity.com](http://www.DestinationUniversity.com)), business owners can access over 150 live and on-demand business webinars from over 50 world-class authors and business experts. Destination University gives independent business owners the same training advantages that are used by Fortune 100 companies and major universities.

Some of Schallert’s corporate consulting clients include Kellogg’s, KitchenAid, Bank of America, Denver International Airport, Jiffy Lube, Ace Hardware, Anheuser Busch, and Hunter Douglas, to name a few. His insights are frequently seen in national publications such as The Wall Street Journal, The Washington Post, and Entrepreneur Magazine. He is the only consultant in the world to receive the “Top Motivator” Marketing Award from Potentials Magazine. He is a member of the National Speakers Association, the International Downtown Association, and the National Main Street Network.

# REINVENTING MOM & POP

After 25 years of consulting with thousands of entrepreneurs, Jon Schallert's message is clear for small businesses:  
Think bigger.

Small businesses no longer compete simply with the store down the street or across the mall. They now must learn to distinguish themselves so they become destinations for customers around the world and out in cyberspace.

“Most businesses are location-dependent, whether it’s a grocery store, a retail store, a restaurant or a professional office,” says Schallert, who started in the field with Hallmark Cards 25 years ago and whose consulting firm now conducts the Destination BootCamp in Colorado.

“Traditionally, people market to their local area, within 15 minutes. The problem is in today’s economy, you need more.”

When he first started his consulting firm fifteen years ago, his work often involved helping local businesses in small communities learn to compete with encroaching big-box retailers such as Wal-Mart – but the landscape has shifted.

“Wal-Mart’s not the problem anymore,” Schallert says. “If owners are still thinking that ‘my differentiation starts in my marketplace, in my shopping center, in my small town,’ they’re competing against the wrong competitors and their strategy is short-sighted.

“It’s not how you’re different in your marketplace, how you get people to stay in your town and not go to the big city – that’s a challenge – but how do we keep the dollars from going out to an Internet business that pops up every 3 seconds, or the billions of direct-mail catalogs that are mailed out each year?”

The answer, he says, is differentiation – identifying precisely those qualities that set your business apart from others in the field. The strategy attracts customers from both near and far, and for some businesses, pulling customers from hundreds of miles away.

“I teach a business differentiation process,” says Schallert, who conducted his first Destination BootCamp back in 2002. “What businesses learn is you don’t have to beat your competitor in every category. You have to beat them in two or three key categories. You’re targeting consumer hot buttons.”

For example, he once met an older seamstress in a small Florida city who was deeply discounting her work to attract business – working long hours and making little money.

Turns out she was once the lead seamstress for the Barnum & Bailey Circus, traveling the world to repair ripped ringmaster jackets. That set the business apart, attracting more customers’ interest.

Schallert says such encounters with small business owners, side trips from his travels to conferences – around 80 small, often blighted towns a year – led him to develop the fourteen step destination-differentiation strategy.

“I would usually hit 10 to 15 businesses in a day,” he says. “I’d inevitably meet somebody that would say ‘I’m doing these things different from everybody else and my business is doing fine.’ Many times, the owners didn’t want me to tell other businesses in their town about their success because they knew the other businesses would be jealous, or feel worse.

“I was meeting these brilliant entrepreneurs in these out-of-the-way places that no one else was connecting with. I would ask these owners ‘How did you do this?’ They almost never knew the process.”



Retail Reinvention: Schallert's grandfather, William Schallert, opened a general store in Johnson Creek, Wisconsin over one hundred years ago. His grandson now teaches owners that serving a local market is just the beginning of what's needed to succeed today.

He kept notes on 3 x 5 cards, accumulating thousands of stories and photographs until he could trace patterns that evolved into his 14-step BootCamp presentation – eight strategic changes to establish differences and six tactical steps to get the story out.

“People who have never attended the BootCamp wonder why it works, but it’s not magic. When owners attend the BootCamp from the same city or town, they only focus on improving their businesses, for three straight days, with no distractions,” Schallert says. “They learn best-practice examples from other small businesses that have made themselves profitable destinations, despite their demographics. Then, they learn a new strategy that their competitors aren’t using, and we show them what to do first when they get back home.”

The bonding process that owners describe from the BootCamp experience happens naturally, Schallert says.

“Even though these owners work right down the street from each other, they never get together and focus on growing their businesses, except here.”

The biggest mistake owners make? Too often they jump to tactics – looking for cheap advertising, free publicity, using social networking like Facebook and Twitter, website search engine optimization and the like before they have sharpened the setting-apart message about their products, service, employees, business model, history, community connections or customers.

“Owners learn that all the marketing tactics in the world can’t be employed successfully if you haven’t convinced the consumer that your business is really different and one-of-a-kind.”

-Gene Stowe

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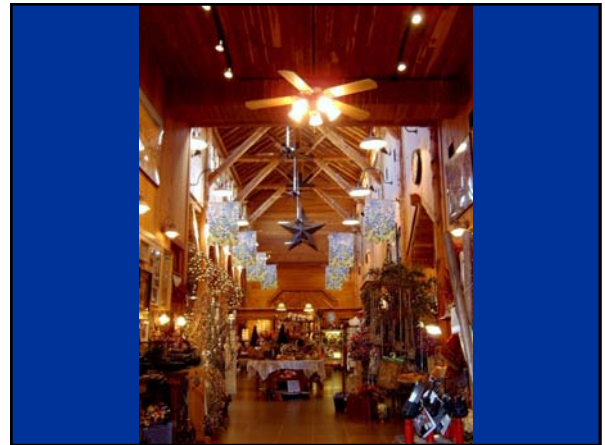
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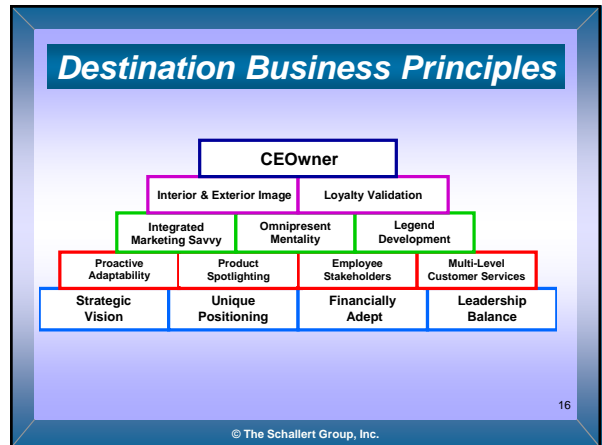
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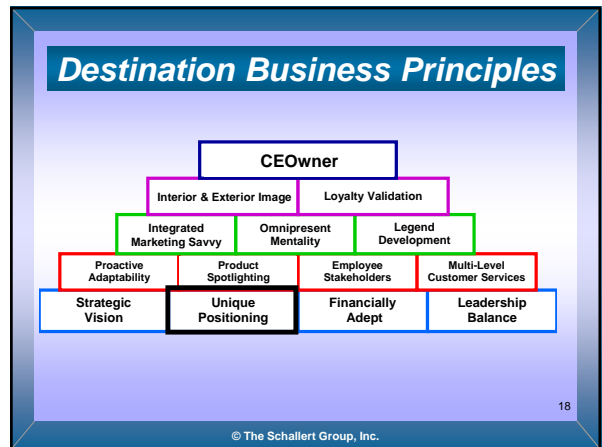
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**Unique Positioning Statement**

*How is your business different from every other business in your industry?*

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**YOUR AFTERNOON BUZZ**  
 We liked **Coal Creek Coffee Co.** even before trying the sandwiches or the formulated-for-high-elevation Over the Edge espresso. It was the words on the front door that did it: HOME TO MALCONTENTS, REVOLUTIONARIES AND DO-GOODERS OF ALL TYPES. Inside, the gleaming Belle Epoque espresso machine—the only one in the state—sealed the deal.  
 110 E. Grand Ave.; 307/745-7737.

*Becoming a Destination*

**The 1<sup>st</sup> Rule of Destination Success:**

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*Becoming a Destination*

**The 1<sup>st</sup> Rule of Destination Success:**

**Businesses must be memorable!**

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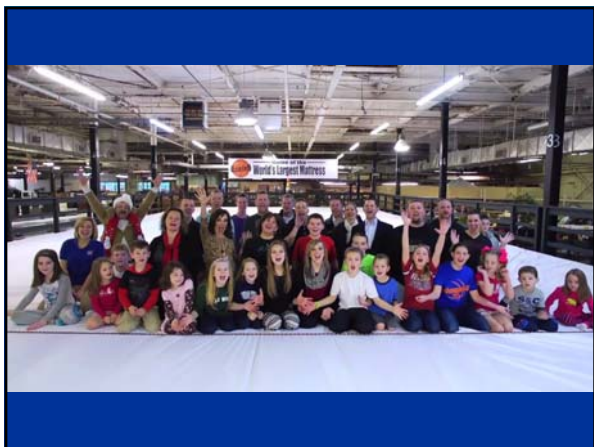
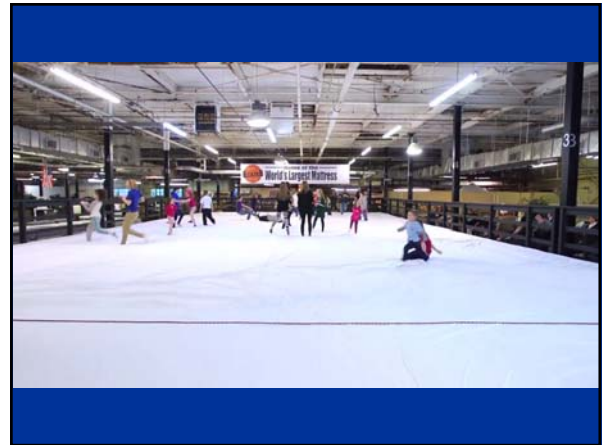
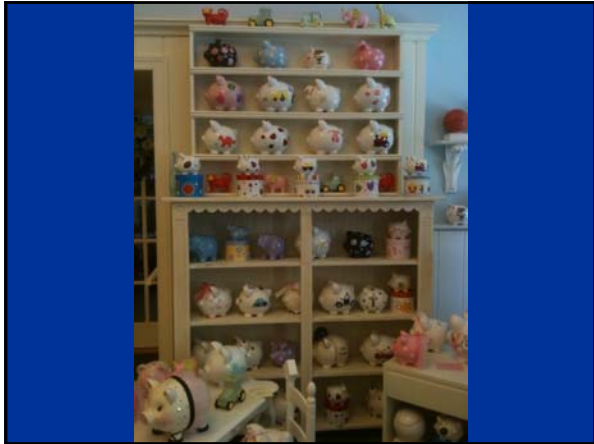
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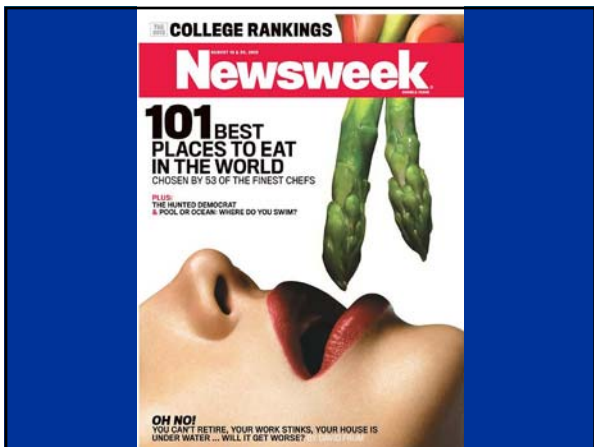
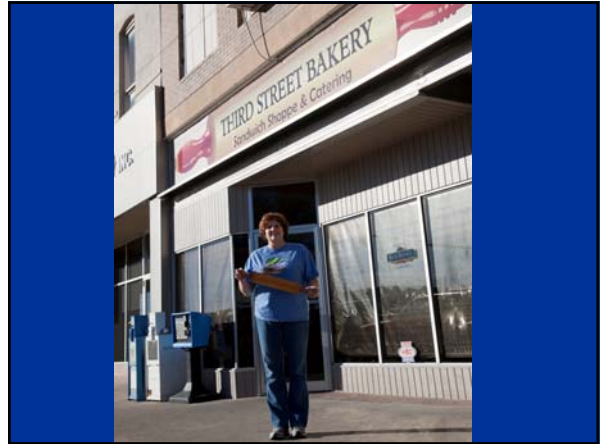
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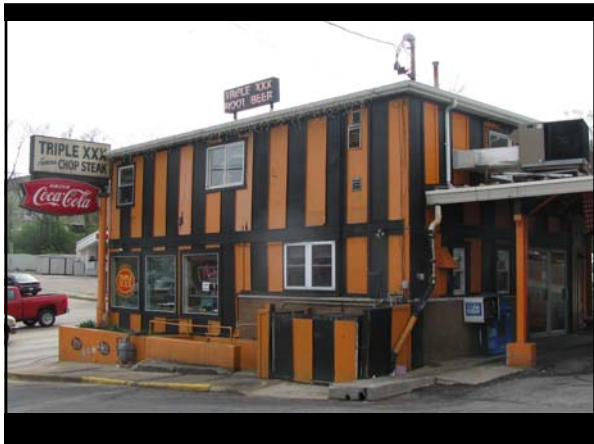
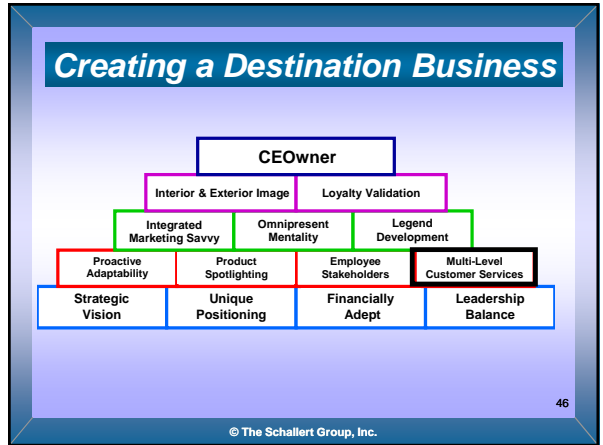
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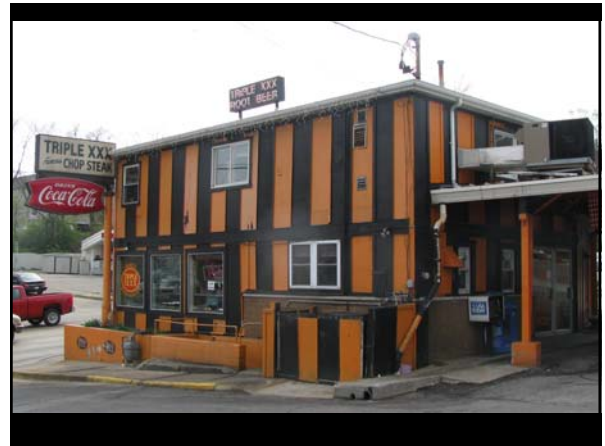
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**TRIPLE XXX**  
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**But On The Level**

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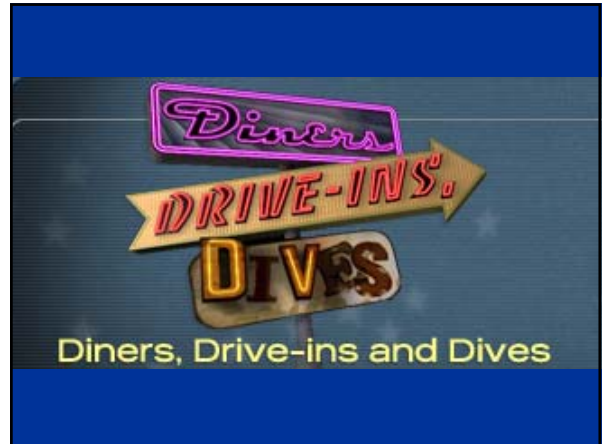
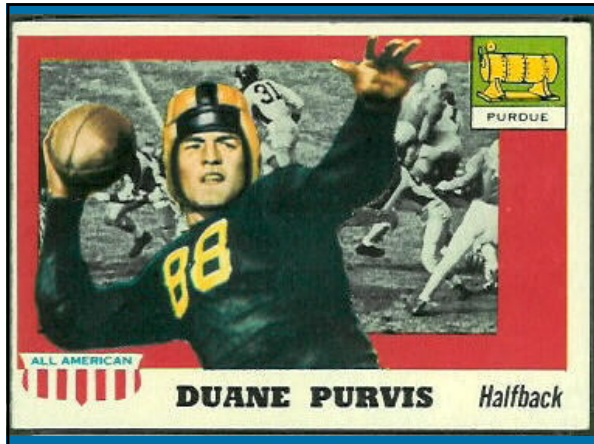


**TRIPLE XXX**  
FAMILY RESTAURANT

Our Name May Be Triple XXX, But Our Food is Rated G.

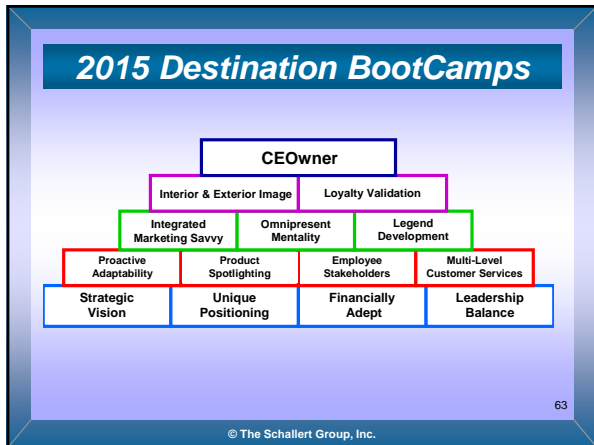
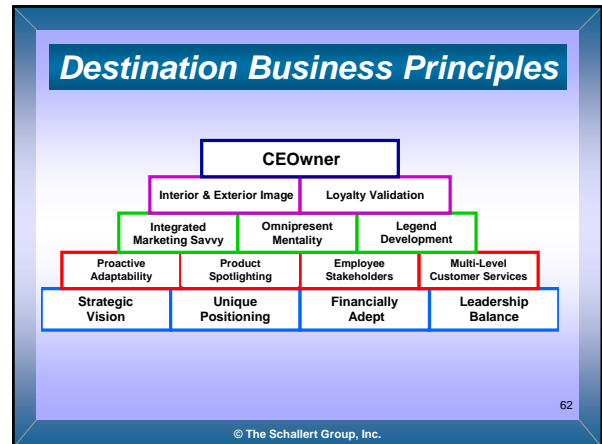


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*For notes and a free  
tour of Destination  
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*Become a Destination!*

***“We were  
playing too  
small a game!”***

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# 2015 DESTINATION BUSINESS BOOTCAMP®

## REGISTRATION FORM

I (WE) WANT TO ATTEND THE FOLLOWING BOOTCAMP:

March 3-5       June 2-4       September 1-3       October 27-29

Registration Fee..... \$1395.00

Additional person(s) from same business ..... \$1195.00

Additional person reduced fee valid with full paying owner attending same BootCamp. Up to two additional attendees from the same business permitted at discounted price. \$500.00/person deposit required to reserve space. Balance is due 30 days prior to BootCamp date.

DAY 1:	DAY 2:	DAY 3:
6:30-8:00 am Breakfast at your hotel	6:30-8:00 am Breakfast at your hotel	6:30-8:00 am Breakfast at your hotel
7:30 am BootCamp Doors open	7:30 am BootCamp Doors open	7:30 am BootCamp Doors open
8:00 am BootCamp begins	8:00 am BootCamp begins	8:00 am BootCamp begins
12:00 noon Lunch provided	12:00 noon Lunch provided	11:00-12 pm Take back strategy & planning
1:00 pm BootCamp resumes	1:00 pm BootCamp resumes	12:00 noon BootCamp ends ☺
5:30 pm Classroom BootCamp ends Dinner on your own	5:00 pm Classroom BootCamp ends Dinner on your own	Leave Denver or stay and enjoy the local sites and our beautiful mountains!
6:30-10:00 pm One-on-One meetings	6:00-10:00 pm One-on-One meetings	

Name \_\_\_\_\_ Title/Position \_\_\_\_\_

Business Name \_\_\_\_\_

Additional Person (2<sup>nd</sup>) \_\_\_\_\_ Title/Position \_\_\_\_\_

Additional Person (3<sup>rd</sup>) \_\_\_\_\_ Title/Position \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

Special Dietary Needs or Restrictions: \_\_\_\_\_

Payment:  Credit Card: VISA MC AmEx Discover       Check: Mail to The Schallert Group, PO BOX 237, Longmont, CO 80502

Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_ / \_\_\_\_\_ CID Code \_\_\_\_\_

Credit Card Mailing Address & Zip Code (if different than above) \_\_\_\_\_

Signature \_\_\_\_\_

**Application Review Process:** The Destination Business BootCamp® is designed to instruct individual business owners. Every application is reviewed on an individual basis, and The Schallert Group, Inc. has the right to accept or deny any registration of any potential attendee. Additionally, we are often asked permission by consultants, trainers, ad agencies, national for-profit franchises, buying groups, national corporations, and associations to have their marketing and training personnel attend a BootCamp, so that Jon Schallert's Destination Business strategies can be utilized by their collective networks. Any of these groups who wish to utilize Jon's Destination Business strategies must enter into a License Agreement with The Schallert Group, Inc. prior to being accepted for attendance to the Destination Business BootCamp®. Please contact The Schallert Group, Inc. for pricing and licensing terms.

**Our Cancellation Policy:** Should you be unable to attend our BootCamp for any reason, please inform us in writing that you will be unable to attend. If your cancellation is received 60-days before the first day of the BootCamp, the amount you have paid will be refunded. If you cancel between 45-60 days prior to the first day of the BootCamp, the amount you have paid will be refunded, less a non-refundable deposit of \$250. If you cancel less than 45 days before the first day of the BootCamp, the amount you have paid, less a non-refundable deposit of \$250, will be credited to a Schallert Group, Inc. future BootCamp, product, or consulting service. Please note that if you don't cancel and don't attend, you are responsible for payment in full. Substitutions may be made at any time by calling our office, giving us the name of the substitute attendee, and that person being accepted through our normal application review process.

**FAX REGISTRATION FORM TO: (866) 653-1336**