

Please note, but do not mention to audience: An introduction read slowly sounds much better.

Introduction for Jon Schallert

We are pleased to bring you this morning/afternoon, Jon Schallert, the only consultant in the world teaching businesses and communities how to turn themselves into Consumer Destinations. Schallert speaks to thousands annually on his trademarked, 14-step “Destination Business” process, which he developed over the course of nearly thirty (30) years of speaking in over 500 communities and interviewing over 10,000 business owners.

Prior to starting his company, Jon spent ten years with greeting card giant Hallmark Cards, where his original marketing strategies were publicized throughout the company as “***the Schallert Method***”.

When Jon is not speaking around the country, he conducts his 2½ day Destination Business BootCamps in Colorado, where business owners learn his 14-step strategy to turn their businesses into consumer destinations. Jon is also the founder of the online training network, DestinationUniversity.com where business owners can access more than 150 webinars from over 50 authors and business experts.

Jon’s insight is frequently seen in national publications such as The Wall Street Journal, The Washington Post, and his company’s magazine, Successful Independent Business.

Today Jon will share with you examples of Destination businesses across North America and give you specific steps to turn your business into a destination that consumers will say “I have to go see that place!”

Please join me in a warm welcome for Jon Schallert.