

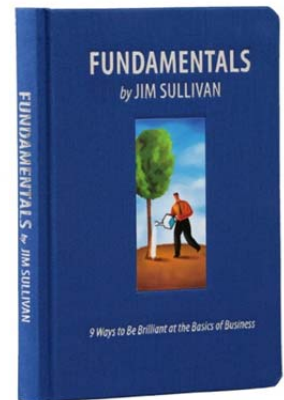
# Checklist

## Ways to Better Connect Your Business to Your Community

As seen in the bestselling book *Fundamentals* by Jim Sullivan available @Amazon or Sullivision.com

### Step 1: Know Who's Who in Your Community Groups and Connect

- Demographics
- Local government
- Local Businesses
- Influentials (1 out of 9 customers influence the other eight)
- Schools
- Civic, fraternal, business and religious organizations
- Chamber of Commerce



### Step 2: Know the Smaller Community

#### Target Your Trade Area (see with fresh eyes daily)

With a fellow manager, take a drive around the 1-5 mile radius of your business and note all the potential business generators/pockets of population that you, including:

- Schools
- Houses of worship
- Apartment complexes
- Shopping Centers
- Office Complexes
- Residential areas
- Community organizations
- Construction sites
- Factories and Plants
- Hospitals
- Military Bases
- Daycare centers
- Senior Centers
- Competition
- Radio stations
- Auto Repair Shops
- Construction sites



Scan this box with your mobile phone to get a special offer at our website

## Step 3: Know the Bigger Community

**Demographics:** *can you answer these questions about your community?*

- Population (growing or declining?)
- Median Age/Family-to-singles ratio
- Average household income
- Major ethnic groups in area (growing or declining?)
- Are there any special occasions/milestones/holidays that these groups may celebrate? List the name and dates.
- Connect with community “influentials.” (Politicians, radio, web, TV notables)

### Government

- Mayor or City Manager’s name
- Names of your city/town/village council members
- Chief of Police
- Fire Department Chief
- Parks/Recreation chief: who’s having reunions, parties, gatherings?
- Names/Dates of major festivals, street fairs, fundraisers, etc.
- Who coordinates special events (parades, festivals, fairs, special events) for the city?

### Local Businesses/Business people

*Before you can drive more business you must first learn to spot opportunity within the pockets of population that surround your business and then identify the decision-makers/influencers within those population centers/organizations. After that you have to consider what kind of unique offer you might make to help them draw their colleagues, friends, members and friends into your business.*

- Name the local leaders and executive committees for five charitable organizations and/or non-profit groups in your trade area
- List the names of five local religious leaders and their congregation names
- Names of local sport complexes or health clubs in the area and their manager’s name (i.e., YMCA)
- Name of area funeral homes and their owners (a lot of hungry friends and families might use a restaurant’s delivery or takeout services)
- Names of five best-selling realtors in your trading area
- List three hotels in your area and the name of their managers
- List five businesses with 50 employees or more that operate within 3 miles of your store
- List five businesses with 50 employees or less that operate within 3 miles of your store
- Within 5 miles, list the malls/shopping centers/major office complexes/ hospitals/ major libraries/movie theaters /local performing arts centers/senior centers/daycare centers/construction projects
- Name five major tour group or charter travel companies/ travel agents/florists/hair salons/ meeting-wedding-event planners in your area
- Do you have a local small business owners group in the area? If yes, have you spoken to them about having the meetings at your restaurant? Do you attend the meetings?

## ***Organizations***

- ❑ Do you have a great working relationship with your Convention Bureau? Hotels?
- ❑ Contact small regional associations and special interest groups.
- ❑ Establish strong working relationship with local tourist attractions.
- ❑ Promote special programs – Frequent Business Traveler, Airline Corporate, Supersaver Weekend, Business Traveler Department, Honeymoon Package, etc.
- ❑ Identify tour operators using regional attractions or points of interest for both overnight and lunch stops within your area.
- ❑ Establish a brochure for the incentive and high level corporate markets.
- ❑ What are the 5 key charities within your community? Who are the contact people?
- ❑ Who are the executives and key committee members of the local:
  - Tourist and convention bureau:
  - Chamber of Commerce/Junior League/ Women’s Club/ Knights of Columbus/ American Legion/ VFW/ Elks/ Kiwanis/ Red Hat Society/ Optimists
  - Political parties
  - Boy Scouts-Cub Scouts-Girl Scouts
  - Better Business Bureau
  - Local pro/semi-pro sports teams
- ❑ List any other groups, people, or businesses you think could positively impact your business by developing a relationship with them

## ***Schools***

- ❑ List three local high school, middle school, elementary and college coaches or athletic department heads and their team names
- ❑ Name the Principals from your local High School, Middle School, and Elementary Schools. How about their PTA committees?
- ❑ What organizations within those schools have fundraising drives that could leverage your business’s products or services?
- ❑ List major colleges and/or technical schools in the area
- ❑ Names of the “R.A.’s” (Residence Advisors) who are in charge of the dormitories
- ❑ List major clubs or organizations with which students are involved in these colleges, and the president/organizer’s name

## ***Seasonality***

- ❑ Is your operation affected by changes in seasons? How much?
- ❑ When is your “Busy Season”? Why?
- ❑ When is your “Slow Season”? Why?
- ❑ How can we merchandise and sell more gift cards year-round?
- ❑ Detail your sales history: estimate your average monthly sales (or customer counts) for every month

## And Just as a Reminder....

- Keep current Customers happy (this promotes word-of-mouth business)
- Consistently great service to generate positive word-of-mouth and repeat business
- Make weekly visits to all businesses w/in a 1-5 mile radius. Tie Manager bonus to making these community contacts and driving business w/them
- Realtors know who's moving to your area before anyone else. Connect.
- "Try-vertising" (samples)
- Identify community "influentials" (see above)
- Leverage Social Media to connect with your community and customers (Facebook, Twitter, FourSquare, perhaps group deals too)
- Chamber of Commerce Events
- Business Events (Job fairs, sales kickoffs, fundraisers, charities, customer visits, rec. leagues, picnics, late night planning)
- Watch church bulletins/websites/newspapers for Anniversaries/Baptisms/ Showers
- Homecoming Dinners/Graduation parties
- Sell Gift Cards year round
- Local Business Sales Meetings
- Bus Tours/ Pharmacy Reps
- "Invisible" Customers (FedEx, postal employees, delivery people, UPS, etc) can they be loyal customers too?
- Restaurants:
  - Construction sites (catering)
  - Automotive repair shops
  - Weddings/Bridal Consultants (1% of Americans marry annually)
  - Brave Patient Rewards (Kids)
  - Edible Book Marks (kids reading)
  - Free Meal (Kid's birthdays)



Get our **FREE** mobile app of leadership, service, marketing, and team-building quotes called **iFundamentals** at iTunes or Android Market. And visit our website at [Sullivision.com](http://Sullivision.com) for free training videos, articles, templates, forms, ideas, newsletter, training catalog and podcasts.