

Be OPEN: The ABC Guide to Success

It's as easy as ABC to make your shop all you've dreamed it could be.

A is for Adapt, Adopt, and Amend the ideas around you.

B is for Believing in core principles and letting them guide you.

And **C is for Creation:** making your shop more than
“Just Another Resale Shop”!



It really is as simple as ABC
when you remain OPEN to the
simplicity of success.

Presented by
Kate Holmes

The best way to
have a good idea
is to
have lots of ideas.

The best way to
get a good idea
is to
get a lot of ideas.



Adapt

Adopt

Amend

Building on an idea

It costs a lot to raise a kid...

So...

Save \$400 this

year and have the best-dressed 13-year-old on the block.

Table ES1. Estimated annual expenditures* on a child by husband-wife families, overall United States, 2007

Age of Child	Total	Housing	Food	Transportation	Clothing	Health care	Child care and education	Miscellaneous†
Before-tax income: Less than \$45,800 (Average = \$28,600)								
0 - 2	\$7,830	\$2,970	\$1,070	\$930	\$340	\$800	\$1,220	\$700
3 - 5	8,020	2,930	1,190	900	340	570	1,370	720
6 - 8	8,000	2,830	1,530	1,050	370	650	810	780
9 - 11	7,950	2,560	1,830	1,140	420	710	490	800
12 - 14	8,830	2,850	1,930	1,290	700	720	340	1,000
15 - 17	8,810	2,300	2,080	1,730	620	770	580	730
Total	\$148,320	\$49,320	\$28,890	\$21,120	\$8,370	\$12,080	\$14,430	\$14,130
Before-tax income: \$45,800 to \$77,100 (Average = \$61,000)								
0 - 2	\$10,980	\$4,010	\$1,280	\$1,390	\$410	\$780	\$2,000	\$1,090
3 - 5	11,280	3,980	1,470	1,360	400	750	2,210	1,110
6 - 8	11,130	3,880	1,880	1,510	440	850	1,420	1,150
9 - 11	10,930	3,800	2,210	1,800	480	920	930	1,190
12 - 14	11,690	3,900	2,230	1,740	820	930	680	1,390
15 - 17	12,030	3,350	2,480	2,200	730	980	1,170	1,120
Total	\$204,080	\$68,160	\$34,650	\$29,400	\$9,840	\$15,630	\$25,230	\$21,150
Before-tax income: More than \$77,100 (Average = \$115,400)								
0 - 2	\$18,290	\$8,380	\$1,890	\$1,950	\$530	\$900	\$3,020	\$1,820
3 - 5	18,670	8,340	1,910	1,910	520	860	3,290	1,840
6 - 8	19,310	8,240	2,310	2,060	570	990	2,280	1,880
9 - 11	15,980	5,970	2,680	2,150	620	1,080	1,580	1,920
12 - 14	16,810	6,280	2,820	2,300	1,030	1,070	1,210	2,120
15 - 17	17,500	5,710	2,970	2,780	940	1,120	2,120	1,890
Total	\$298,680	\$110,700	\$43,140	\$39,450	\$12,630	\$18,000	\$40,440	\$34,320

Rather spend \$400 on the stuff she leaves on her closet floor...or tuck \$400 in her college fund?

Cut your teen's allowance by \$10 a week...and have her jumping up and down with glee!

Use this idea for:

- * your ad, press release, signage, broadcast email?
- * Give these away with every maternity purchase?
- * Offer at cost for those giving baby showers (along w/ shop brochures!)



Why NOT....

Let your shoppers and browsers know what things your shop needs?



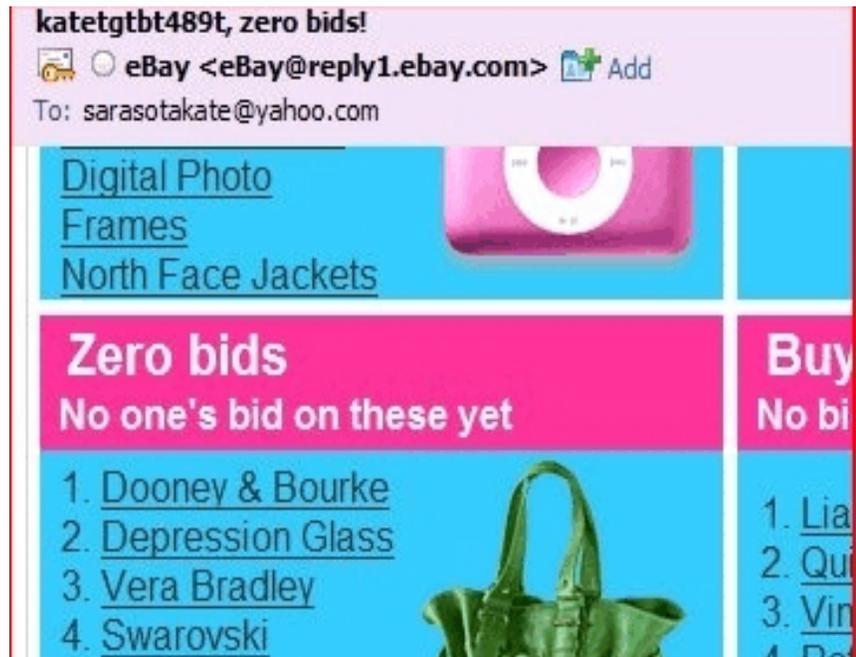
Write your name on a sidewalk to use it as your home page or blog head?

Let your teen clientele turn your door into graffiti?



Inspiration is everywhere:

Your SPAM email:



Other shops (above, a display idea. Right: Customer Participation Contest)



Inspiration from other resalers:

"Once people discover the benefits of resale shopping, they **rarely go back to paying full price** again. So they become our **friends for life**," said Kay Danne, owner of On the Other Hand, an upscale consignment boutique on Oak Street in New Orleans. "There's an area in my store that I call **the secret garden because of all of the treasures** one can find there. In general, resale shops are some of the best kept secret gardens, especially **when your needs and wants surpass what your wallet can bear.**"

Customer testimonial ads

Special-privileges club marketing

**Store layout, special sales event,
"trunk show"**

Tag line, motto, wall words!

The
cleverest
slogan,



promotion, or angle will flop if



it's not what
your shop is
all about.

All the creativity you can muster is worth nothing if you are not prepared to

communicate,

convince,

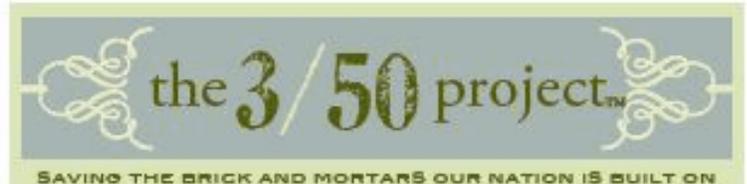
contrast

and

connect

Save your local economy...

three stores at a time.



3

Think about which three independently owned businesses you'd miss most if they were gone. Stop in and say hello. Pick up a little something that will make someone smile. Your contribution is what keeps those businesses around.

50

If just half the employed U.S. population spent \$50 each month in independently owned businesses, their purchases would generate more than \$42.6 billion in revenue.* Imagine the positive impact if 3/4 of the employed population did that.

68

For every \$100 spent in independently owned stores, \$68 returns to the community through taxes, payroll, and other expenditures. If you spend that in a national chain, only \$43 stays here. Spend it online and *nothing comes home.*

1

The number of people it takes to start the trend...you.

Pick 3. Spend 50. Save your local economy.

Creativity can Increase your Income



Door hangers become Closet Collectors!

Are your children outgrowing their clothing at an alarming rate??!

Try out our
TRADE UP
Program

That's what your clients are doing...so why not emphasize it?

Visit the HandMeDown Fundraiser Boutique this summer to see if YOUR picture is displayed as a Celebrity Shopper!

Look for your picture on the Celebrity Shopper Picture Board displayed inside the HandMeDown Fundraiser Boutique from June 9 - August 28.

The pictures on the board will change at the beginning of each week.

Visit the shop, and see if your picture is on the board!

If it is, you will receive a Celebrity Shopper Swag Bag full of "Pamper Me" Goodies, free items, and all kinds of fun treats!

Visit our Events Calendar to see Where We Will be Photographing Celebrity Shoppers.

Your customers and Out and About...so should you be, to get them Out and IN...to your shop

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