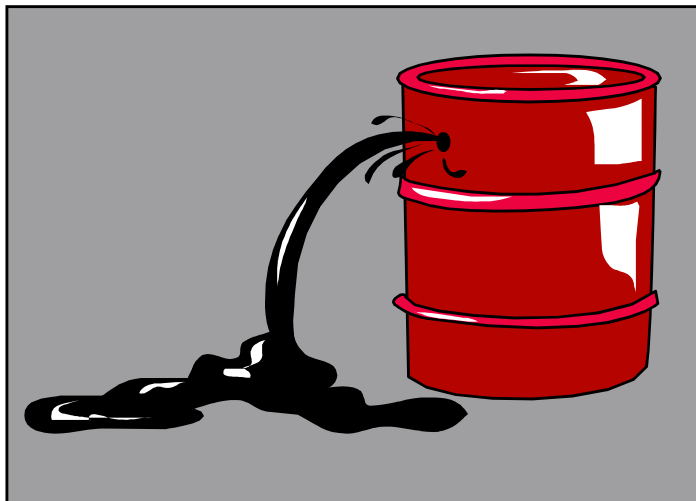


*Down the Drain!*

You can't turn on the television or surf the Internet without reading about it. Our economy, they say, is struggling. The talking heads and predictors of such things are busy spewing forth varying doomsday scenarios. This one says gasoline \$4 per gallon by spring. Another warns of Stagflation unlike anything we've seen since the early seventies. It's likely if the



so-called "experts" shout it loud enough and long enough more and more people will listen, buy in, cut back, and the prophecies will become self-fulfilling.

What position are you taking? Are you becoming more conservative, maybe putting your plans for expansion or improvement on hold? If so, you might want to back up and reconsider your decision.

It is true that as the economy struggles building and hardware markets will contract. Various regions have already witnessed this in alarming fashion. But here's the deal: *the available business pie may shrink but your slice doesn't have to.* A bigger slice of a smaller pie is not half bad.

So how do you get a bigger slice? You become **more** aggressive not less. You make more sales calls. You become more goal focused. You analyze your

strengths and weaknesses. You capitalize on the strengths, and shore up the weaknesses. You make your shopping environment more attractive and more entertaining. In short, you get better at what you do.

The reality of your situation resides in your mind. For example, you have a choice: you may listen to predictions of \$4 per gallon gas and shiver at the prospect, or simply refocus your thoughts and realize that the additional cost of travel may finally keep your locals shopping at the nearest convenient source, oh which by the way, is your store.

People are attracted to "busy" the same way insects are attracted to light. So get busy. If you had plans for expansion or enhancement, get on with it. And when you magically find yourself with a bigger piece of the pie, well then...happy eating!



*My company can help with your plans for expansion. Through the Discovery Process we identify weaknesses and opportunities of various facets of your operation. Using that information we will suggest changes for improvement regarding assortment, layout and design. Give me a call and let's talk about it. 1-913-674-5092*

**Lots of folks confuse bad management with destiny.**

Kin Hubbard

Please visit my website at [www.discoverdbr.com](http://www.discoverdbr.com)  
 Copyrighted Material 2008 by Phil Mitchell  
 Discovery-Based Retail