



JUNE 1998 NEWSLETTER

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BRIGHT IDEAS



Tacoma, WA:

As an extra incentive to customers, The Hermans have been placing an extra 10% exchange credit coupon on trade-ins in the customers bag as they leave. Great idea, a good way to get repeat customers.

Headquarters and WI:

While training our newest franchisee's (Laureen and Randy Rusin). The Rusins and Melinda found some great ideas while out spying on competitors. Recently you were given a Trade-in Safety Checklist. What a competitor has done was to breakdown the list and put the information on price tags of higher priced items. (Ex: Crib, on the tag it would have information such as slat distant - check box, paint - check box, headboard end posts - check box, etc)

The second idea, was shown to them at Mail Boxes Etc. by Becky. This involved new name tags, instead of having a pin on the back it has a magnet that has an attaching magnet. You put one magnet under your shirt and... the magnets automatically stick together like they always do even though your shirt material is between them.

YEAH, no pin holes !

Montpelier, VT: Toni has been buying batteries in bulk, she sells them at the front counter. It also works great to have on hand if customers want to try a toy or item out. They have been selling like "Hot cakes".

North Spokane, WA: Tami has been using finger nail polish remover to get scuffs off patent leather shoes. Great idea!

To get rust off, use oven cleaner. Be careful about where you use this to avoid toxic fumes. (Don't use in the store.)

This month's gift certificate goes to our newcomers Stevens Point, WI. What a great way to start out. Keep those ideas coming.

GRAPEVINE:



We would like to WELCOME Laureen and Randy Rusin aboard. They live in Plover, WI and will be opening their store in Stevens Point, WI in mid August 1998. They have an 11 month old little boy named Tyler. They enjoy the outdoors and like to fish, hunt, camp, etc. They are very involved in the Children's Miracle

Network and plan to donate some of the proceeds from the Quarter Sales to this foundation. The Rusin's made a record breaking purchase at Value Village totaling over \$1250.00. The cashier was exhausted. (LOL)

SHOP NEWS:



Melinda and Cole will be buying the Spokane Valley, WA store on July 1st. They plan on using this as a training store for all new franchisee's. You can reach Melinda at the store @ (509) 927-3429 during normal store hours after the 1st.

TIME TICKLERS:



Pink Tags from June 1st until mid July. July 1st Red tags. 941's and quarterly taxes are due next month. Time for July 4th windows and promotions, flag enclosed.

Pull out last years stars and stripes promotion.

OPPORTUNITIES:



Last call for Applause , Inc. (Dakin Baby Rattles) orders ASAP. (To order catalog call 1-800-777-6990).

Melinda was able to purchase a case of "Touch of Orange" and "Oranges 95" commercial cleaners. They clean great, and make the store smell wonderful. Oranges 95 is an awesome stain remover. If you like the cleaners, please reimburse Melinda for the wholesale cost +S/H.

Touch of Orange - \$7.49
Oranges 95 - \$5.49

HAPPY INDEPENDENCE DAY !!!