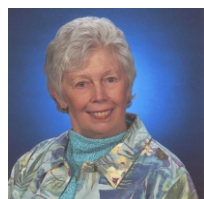


MICADIA MOMENTS

'New approaches to retail success' Jan - Feb 2008

1221 West Market Street ■ Akron, OH 44313 ■ 330.701.5257 ■ www.micadia.com



Ann Reeves Burton

Here's a Thought

In today's fast paced, world, when you can find something that makes your life or even a single event easier, you go with it. With that in mind, I thought I'd try and start out 2008 by making something easy for all of you. And as luck would have it, making your own purchase of ***It's All About Retail, Attracting, Building and Keeping Customers***, has never been easier. Just go to the web-site www.micadia.com and make a purchase on the secure Paypal account. Others have done it, and as soon as I get your request, I will personally mail it to you. There is an opportunity to ask questions, and I look forward to hearing your comments and questions. I have the questions forwarded to me in a matter of minutes, and you can hear from me with-in the hour.

I have been asked to return to my college for a seminar and book signing, and welcome the opportunity to have a book-signing in your store. Perhaps, in the shorter days of winter, it would be fun to host a party. I will bring copies, and my trusty Sharpie.

Ann 

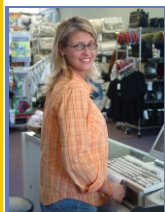
Hello, good people, and a profound wish for many good things in 2008. In the past two and one half years we have had words dear to a retailer's heart; Sales, service, and success.



This year we are going to spend time with the book; "***It's All About Retail, Attracting, Building and Keeping Customers.***" Sales are going very well, and I hope those of you who have your copy are feeling that there is someone out there who understands what it is all about.

When you look at the *Table of Contents*, you will see that the book is divided into eight different categories, all pertaining to **RETAIL**. It is *Micadia's* thought that the word 'retail' is found in all walks of life, customer service, expertise, knowledge, marketing, public-relations, advertising, employees, as well as giving back to your community.

How many of us have made appointments and been kept waiting for an hour or more? Doesn't it make you wonder what would happen if you ran your business that way? It is sort of like the customer who makes a phone call and expects you to drop everything and wait on her, just because she doesn't have the time to come into the store.



There is an answer to that problem. "Yes 'Mr. /Ms Impatient', I will look into that and get back to you by the end of the day. May I please have your telephone number?" Or "No, I cannot drop everything now; I am with a customer/client." Then, smile and let the customer/patient/or client who came to your place of business, or kept that appointment know how much you appreciate their efforts. *Idea #9*

The fun of writing this book has only been enhanced by the joy of its reception. What great fun it is to visit each and every one of you, personally autograph the book, and see how well you have been doing this year. Sure the bottom line may not have been as good as you had hoped, but you all have put forth a positive attitude. It is contagious, and the customers are happy to support you. Again, *Idea #9*.



A QUOTE TO PONDER...



The Quote for this month is really a graph from a book by Jim Collins, *Good to Great*

In three concentric circles are three statements, overlapping:.. *What You Are Deeply Passionate About, What Drives Your Economic Engine, and What Can You Be The Best in the World At?*

Think about it, and again, Happy New Year.

Maybe I Can Do It All! 'New approaches to retail success'