

A Fabulous Sidewalk

Linking small biz' individual efforts into a winning plan

Jaime "The Storefront Guy" • Jamestown NY • Autumn 2022

Hello, I'm Jaime

Founder of Storefront Mastery
and a dozen other things that
have come in handy.

This is my family.



Things I've founded

- Band
- Small business
- Architecture practice
- Consultancy
- Museum
- City agency
- City



Things I've founded

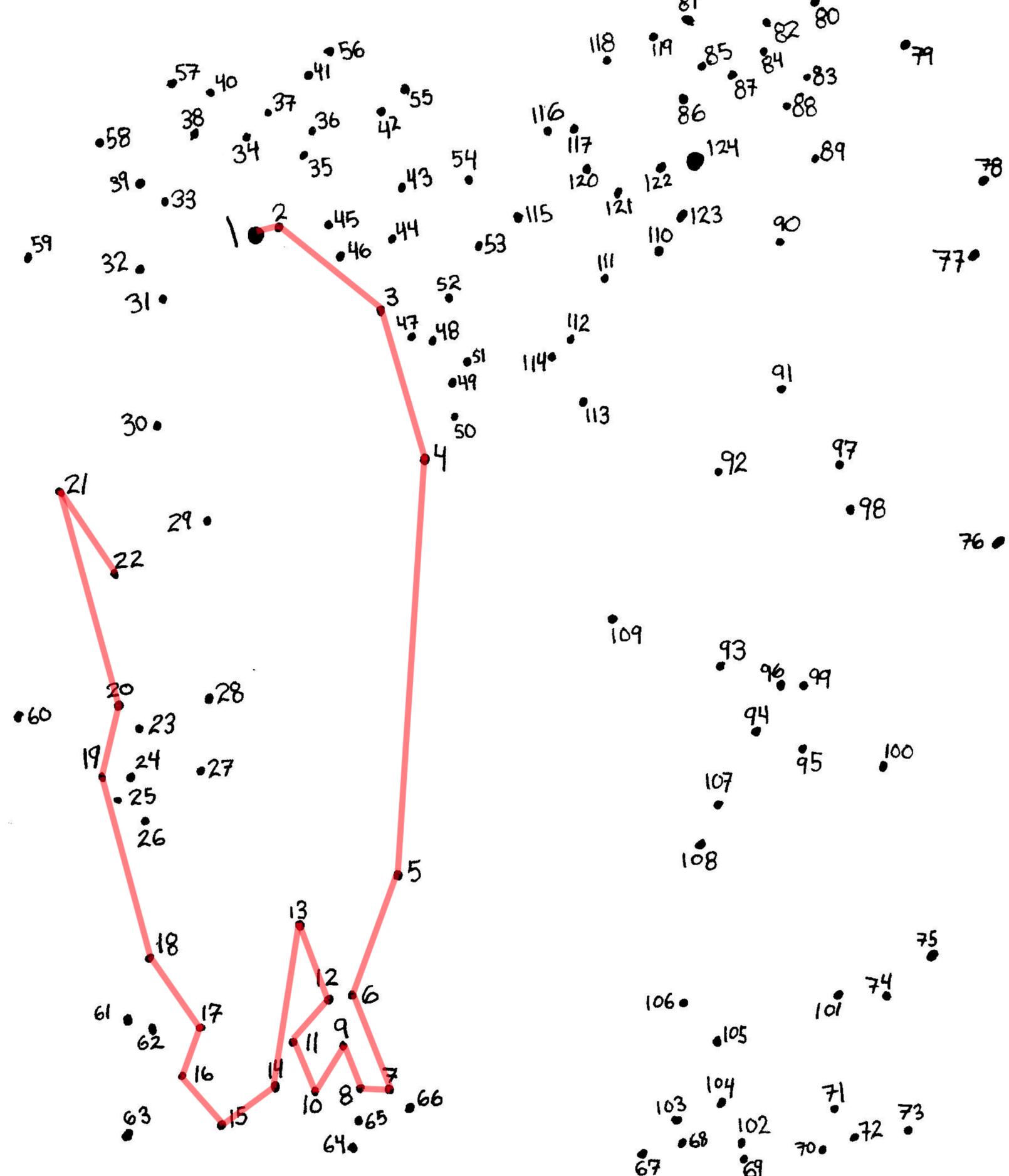
That failed:

- Band
- Small business
- Architecture practice
- Consultancy
- Museum
- City agency
- City



Things I've learned From failure

- **Wisdom** comes when you realize that knowledge compounds
- Only when you **Teach** you understand what you've learned
- The ability to make connections is the single greatest source of **creativity**
- What Main Street businesses **need most is** creativity





- Meet Berekti
- Berekti's superpower: connecting with diners
- We needed creativity to get her through lockdowns

My quest: how to help other business owners like Berekti?

The 10 Rules Of Epic Storefront Experiences





1. Create a Vision.- Connect with the original inspiration to open the business and set a path for the coming years. This concept will help with storytelling and community building



2. Tell a Story.- Use your lived experience and spice it up to tell a story that will guide your design, your service ethics, the mood and the experience of your store



3. Stage it well.- Customers need more than just products these days. An unforgettable storefront appeals to each of the 5 senses. Use the happy place from your mood board to create your design



4. Get in character.- Aligning every aspect of your store, from design to service to stock, with your concept will help your message be better understood by everyone.



5. Meet the sidewalk.- A well designed integration of the facade and the sidewalk will create a “room” effect that will attract people’s attention and gently guide them inside.



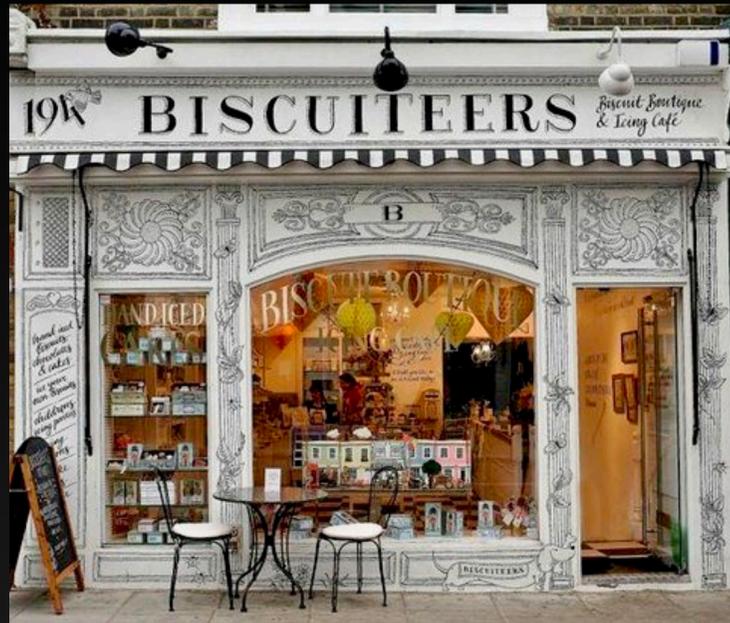
6. Let people sit.- People naturally want to sit. Capitalize on those needs and give the pause a sense. Offer free seating and let sitting people attract others who may increase your foot traffic.



7. Be Transparent.- Using the glass of your storefront to design a display that will make people look inside is one of the first steps to get people to step inside.



8. Control The Path.- Establish a clear path from sidewalk to cash register, that's easy to understand and follow. Define stations, highlights and hierarchies.



9. Follow the Golden Rule.-

Proportions, height, scale and rhythm of every element support your message and create a psychological bond with your customers.



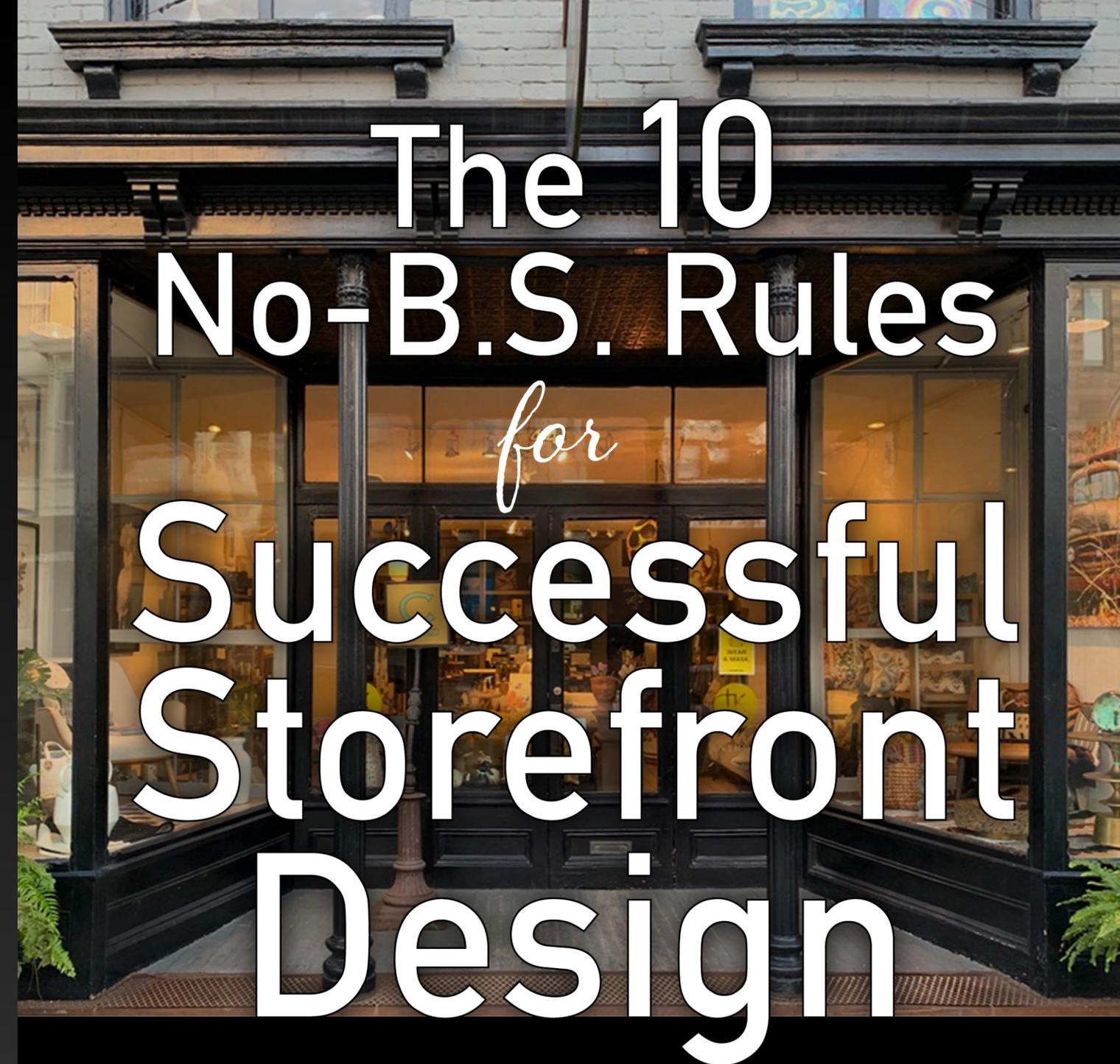
10. Brand It.- Design a coherent graphics system and apply them to every need of your business, from letterhead to invoices to sign to in-store notifications.

**You'll find more
about this in my book →**

- Same tool I use with my clients
- DIY guide to design epic storefronts without hiring expensive designers or making expensive renovations.

Find it in my website:

storefrontmastery.com



**The 10
No-B.S. Rules**

for

**Successful
Storefront
Design**

**How To Attract More and Better Customers
By Creating Your Own Unforgettable Storefront**

Jaime J. Izurieta



Teachable moment:

**The two areas of focus of creative businesses
are community and experience**

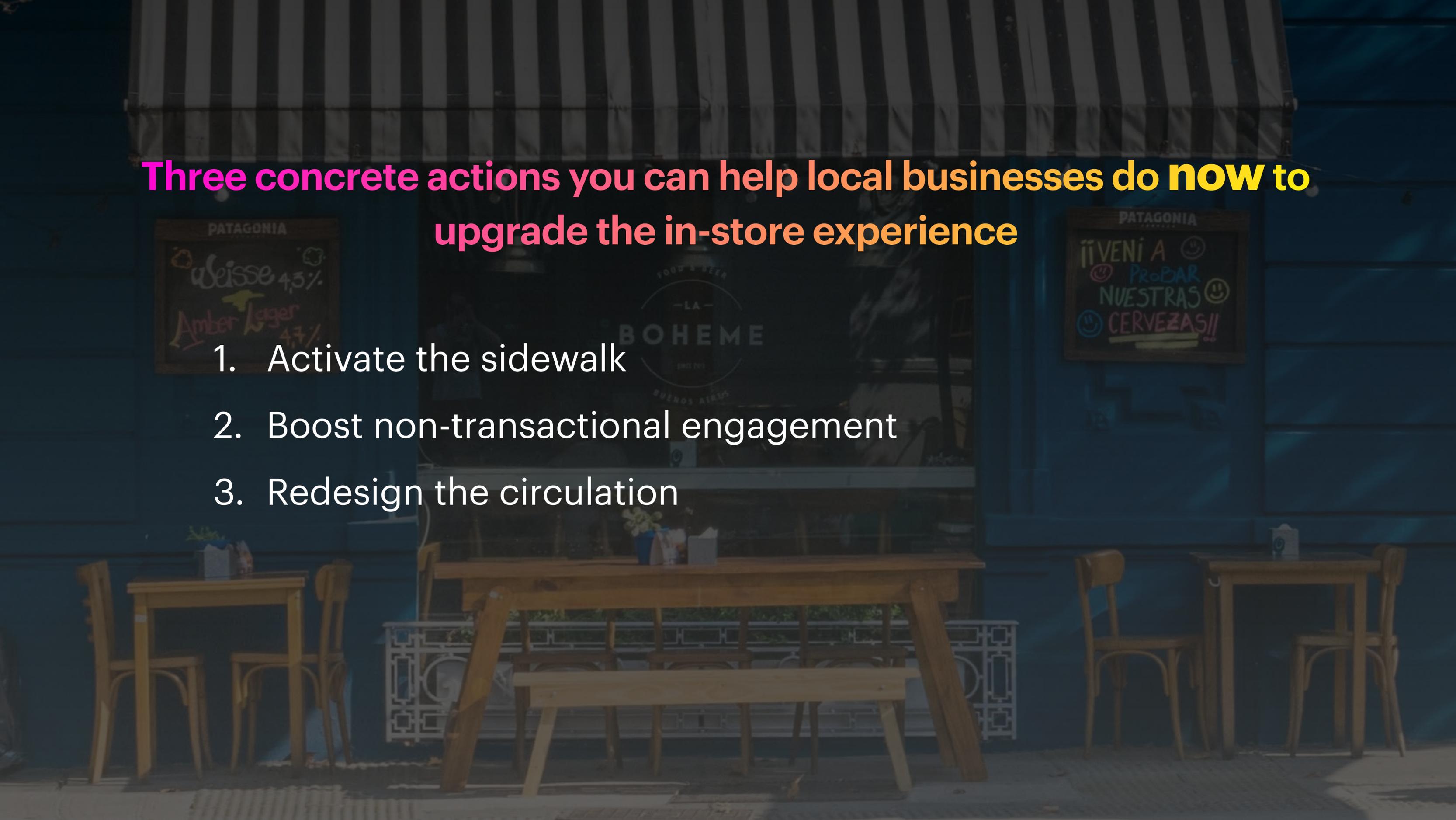
A vibrant outdoor cafe scene with people sitting at tables and walking on a sidewalk. The scene is filled with greenery, including trees and potted plants. People are engaged in various activities, such as talking, walking, and sitting at tables. The overall atmosphere is lively and social.

What is a legendary experience?

Disney or IKEA

What is a legendary experience?

- Any business can become an experience (LBE)
- An experience is made up of the sum of Both transactional and not transactional interactions with a business
- Add value beyond products and services
- Engage customers in your story by appealing to all five senses
- Context is king. A good Main Street will always help



Three concrete actions you can help local businesses do **now to upgrade the in-store experience**

1. Activate the sidewalk
2. Boost non-transactional engagement
3. Redesign the circulation

1. Activate the Sidewalk

1. Tables are not only for restaurants
2. Spill over
3. Knitting comes to the movies
4. Neighborhood integration



2. Boost non-transactional engagement

1. Edna's Mood Bar
2. Mariana's bench
3. Monica's Workshops
4. Samarra's Path to Enlightenment
5. Laura's meanwhile



3. Redesign the circulation

1. Decompress and begin with non-transactional interaction
2. Travel through the store as story through the concept
3. Customer as hero in a journey
4. Themed stations (elements, pairings, suggestions)
5. Prize at the end
6. Give a parting gift



Other things you can start today

- Think of a product or service to add to your offer
- Find a teachable skill to start building a community
- Partner with other local businesses to recommend pairings
- Put out a table and a couple of chairs

A photograph of a historic stone building, likely a train station, with a clock tower. The building is made of light-colored stone blocks. A large clock is mounted on the tower. The word 'Recap' is overlaid in a colorful, gradient font. The sky is blue with white clouds. The building has a sign that says 'ERIE ROAD' and a clock showing approximately 10:10. There are also signs for 'Comedy' and 'GIFT SHOP' near the entrance.

Recap

- Revitalization efforts can rely on individual businesses
- To channel their energy, focus on engagement at the sidewalk
- Help them become experiences and add value
- Look for catalyst interventions from the organization's side

Thanks

Jaime “The Storefront Guy”

Twitter @izurietavarea

All other contact info tap.bio/thatstorefrontguy

Blog storefrontmastery.substack.com

Book successfulstorefronts.carrd.co