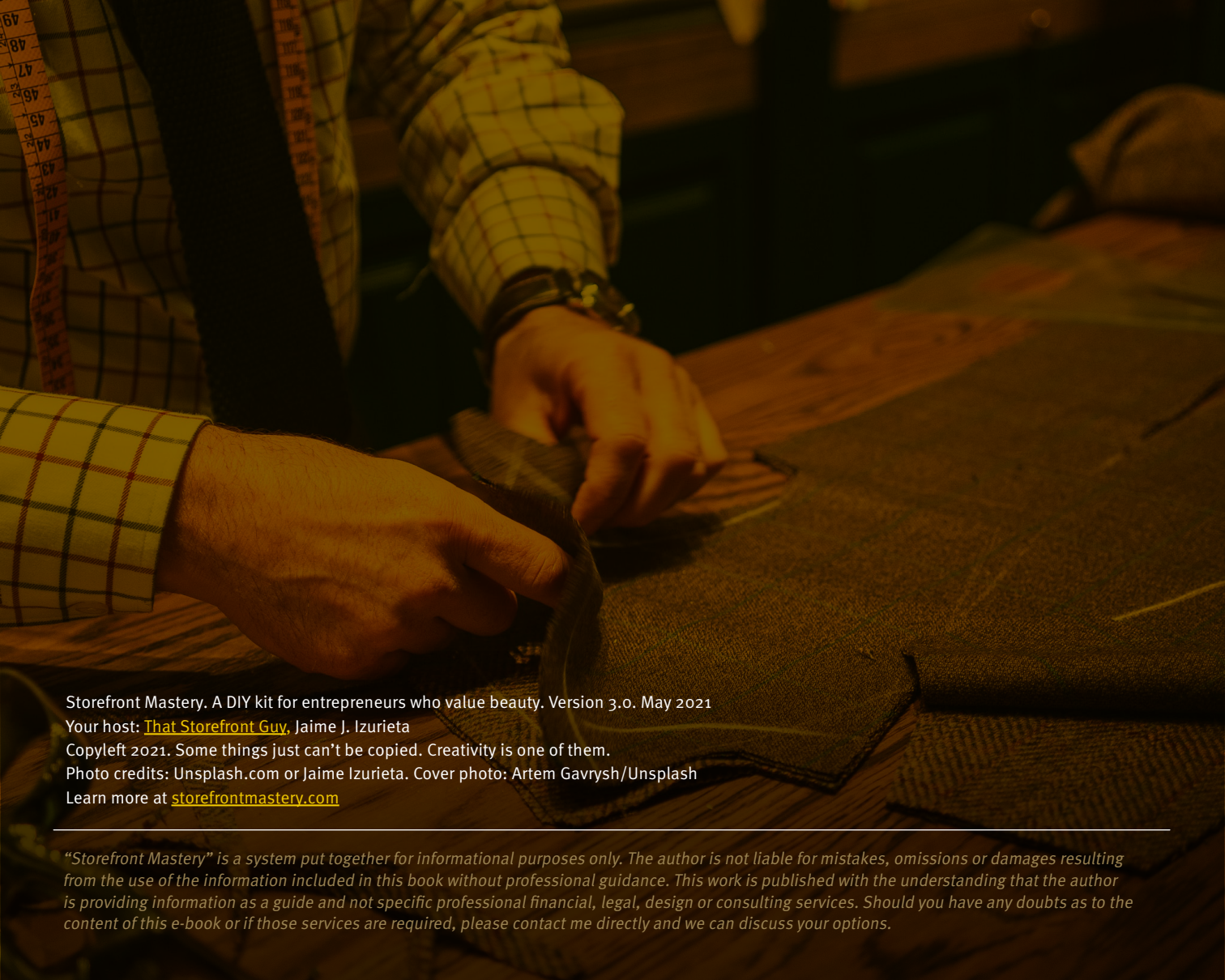


Storefront Mastery

Do-It-Yourself Storefront Design Kit For Entrepreneurs Who Value Beauty





Storefront Mastery. A DIY kit for entrepreneurs who value beauty. Version 3.0. May 2021

Your host: [That Storefront Guy](#), Jaime J. Izurieta

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Learn more at storefrontmastery.com

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Welcome

6

Step 1. The Game Plan

14

Step 2. Translating Your Idea

20

Step 3. Design Your Own Storefront

You've made the right decision to come here. There are two types of people in the world. You are the kind of business owner who will create an epic experience for your customers.

I celebrate that.

There are three steps to creating that epic experience. The most important one is starting, and you have by getting hold of this playbook.

You will create new opportunities and your business will thrive. But first let's get the clutter out and lay your strategy on the table.

Every Superhero needs a sidekick and here's yours.

The Storefront Mastery Playbook is designed to walk beside you as you write your story, build your brand and create a successful storefront.

I'm not here to tell you it's all gonna be alright, to help you reinvent your business or to build you a shiny new model that will start ringing dollars in as soon as we're done. No.

What Storefront Mastery will do is help you find the skills and strengths to create new opportunities. We will do that by focusing on knowledge you already have about your business.

When we're done, you will have a clear idea of your purpose and skills, the value you can add and ways to engage your tribe. And also the tools to create a successful storefront.

Let's begin.

WHAT YOU CAN USE THIS PLAYBOOK FOR:

1 | Tell your story, deliver your message, use your storefront as an asset and make it epic!



2 | Discover tools to add value to your business, your street and your community



3 | Create a bond between your passion for your business and your bottom line



YOUR JOURNEY STARTS HERE



The Playbook looks at the 3 specific areas that make up the public-facing aspect of your small business:

- **The Foundation** (purpose, concept, design)
- **The Delivery** (your offer, made up of products or services)
- **The Channels** (physical, digital, remote and other sales outlets)



There are three steps to unlock your small business potential through Storefront Mastery.

1. The **Game Plan** asks key questions about your business in order to establish a concept and storyline.

In this step you will create a canvas that visualizes the important aspects of the public-facing part of your business.



2. To **Translate Your Design** there is a quick and easy exercise to take the main ideas from the canvas and design the general mood of the business and storefront.

3. Finally, to **Design Your Own Storefront** you'll address every aspect of the design of the store so all the elements are aligned with the concept and help you spread your message and expand your reach.



The benefit of looking at the public-facing aspects of the business is that those are usually the ones more directly related to the passion that inspired the business in the first place.

Crafting a solid story and telling it through the design transforms the storefront into an asset, with benefits for both the marketing and sales strategies.



Storefront Mastery is a system developed in over years of experience creating beautiful cities and helping them be prosperous and open their economies to small businesses

I offer you over 15 years of experience as part of a small, independent family business that has seen hard times and has been forced to pivot in order to survive.



Let **Storefront Mastery** be your sidekick on the heroic journey of setting up your new small business or changing the focus on an existing one.

Let's walk this amazing path as you discover your skills and strengths to design an unforgettable storefront and deliver tons of value to your customers.



“

Obstacles are those frightful things you see when you take your eyes off the goal

Henry Ford

STEP

1

The Game Plan

Step 1 will help you focus on your personal story, where everything begins. This is the starting point to create a thread that weaves your mission, values, tribe and product together into a fabric.

In the next pages you will find the Storefront Mastery Canvas. It's a model for the public-facing part of your business. You will be able to fill it out by answering a set of 20 questions about your inspiration, your location and your purpose.

Use those answers to find the words that will help you visualize all the public-facing pieces of your business.

The instructions to fill the canvas are on the next few pages. Each box in the Storefront Mastery Canvas holds a key element of your business. Starting with your story, finding the problem you will solve, naming the values that guide your process and finally finding your purpose.

After having those down, we will move on to define your tribe whose lives you will change and who will be your community and your advocates.

Finally, there is space to jot down a few products and services that will help you extend your reach and bring in more sales.

QUESTION TYPE 1

Inspiration.- Five questions designed to recall what made you passionate about starting your business

1. Can you recall a transformative event or situation from your life that is linked to the process of creating your business?

.....

2. How can you tell your story so it reflects a learning process, helps others in similar situations and engages your customers?

.....

3. What is the big problem you set out to solve when you started your business?

.....

4. How can you put any unrelated sets of skills to work for your business and your community?

.....

5. What has improved from the way you solve problems since you started?

.....



QUESTION TYPE 2

Community Building and Placemaking.- Five questions designed to assess your connection with your neighborhood and community

6. Who belongs in your tribe? Characterize your customers. Give each one a name, a face, a personality.

.....

7. What have you learned from your neighborhood and community since opening? What have they learned from you?

.....

8. How can you inspire your customers to share, promote and advocate for your brand?

.....

9. What skills that you've learned while creating your business is teachable? How can you share that knowledge?

.....

10. What kind of non-commercial content do you regularly create and distribute for free to keep your community engaged?

.....



QUESTION TYPE 3

Delivery.- Five questions designed to think about how you frame what you sell and make your products and services part of the experience

11. What free informational materials do you distribute to establish a long-term relationship with the value they get from you?

.....

12. Do you deliver your goods in a specially designed signature packaging?

.....

13. a. If you sell products, can you think of a service to add value to them?

b. If you provide a service, can you build a product with massive reach based on your service?

c. If you're a manufacturer, can you think of a service that could be bundled to add value to those goods?

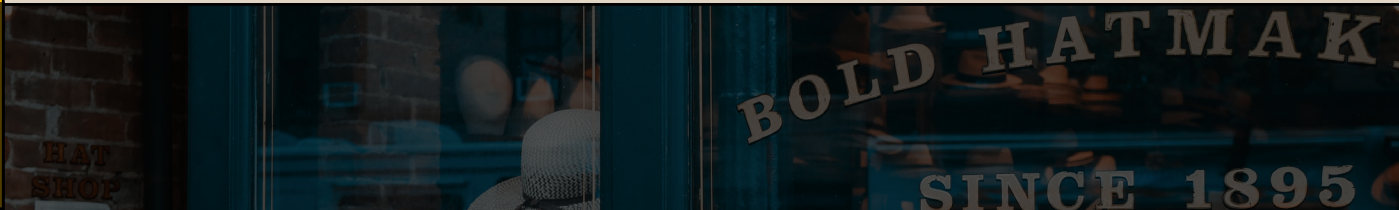
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14. Do you partner with neighboring businesses to bundle your goods and offer a more complete service or product?

.....

15. How can you prepare your business for strategic alliances to mutually create additional value?

.....



QUESTION TYPE 4

Channels and Points of Sale.- Five questions designed to explore different sources of revenue to keep the business running when one fails

16. How do you use sporting, commemorative, or seasonal events to engage and grow your local community?

.....

17. Do you get a continuous flow of feedback on different types of platforms such as private messaging apps, email and social media?

.....

18. What is your strategy to manage your bricks & mortar and online store as equally important points of sale?

.....

19. Your ecosystem is beyond your industry. It's every company that complements what you do and provide needed services such as packaging, courier, suppliers, designers, producers, parts, repairs. Can you list them?

.....

20. How can you learn more and help further by participating in local marketplaces, flea markets, makers fairs, pop-up stores, mobile storefronts or other alternative venues?

.....



The Storefront Mastery Canvas

INSTRUCTIONS:

Fill Box No. 1 with key points from your personal story.

Box No. 2 should contain the main problem you are solving for your customers.

No. 3 includes what you consider are your business' key values.

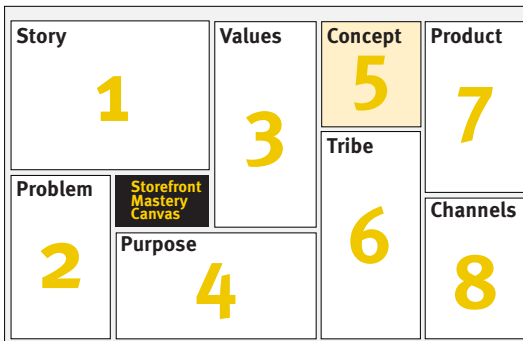
No. 4 should describe your mission or purpose. What moves you? What makes you passionate about your business? Say it in one or two sentences.

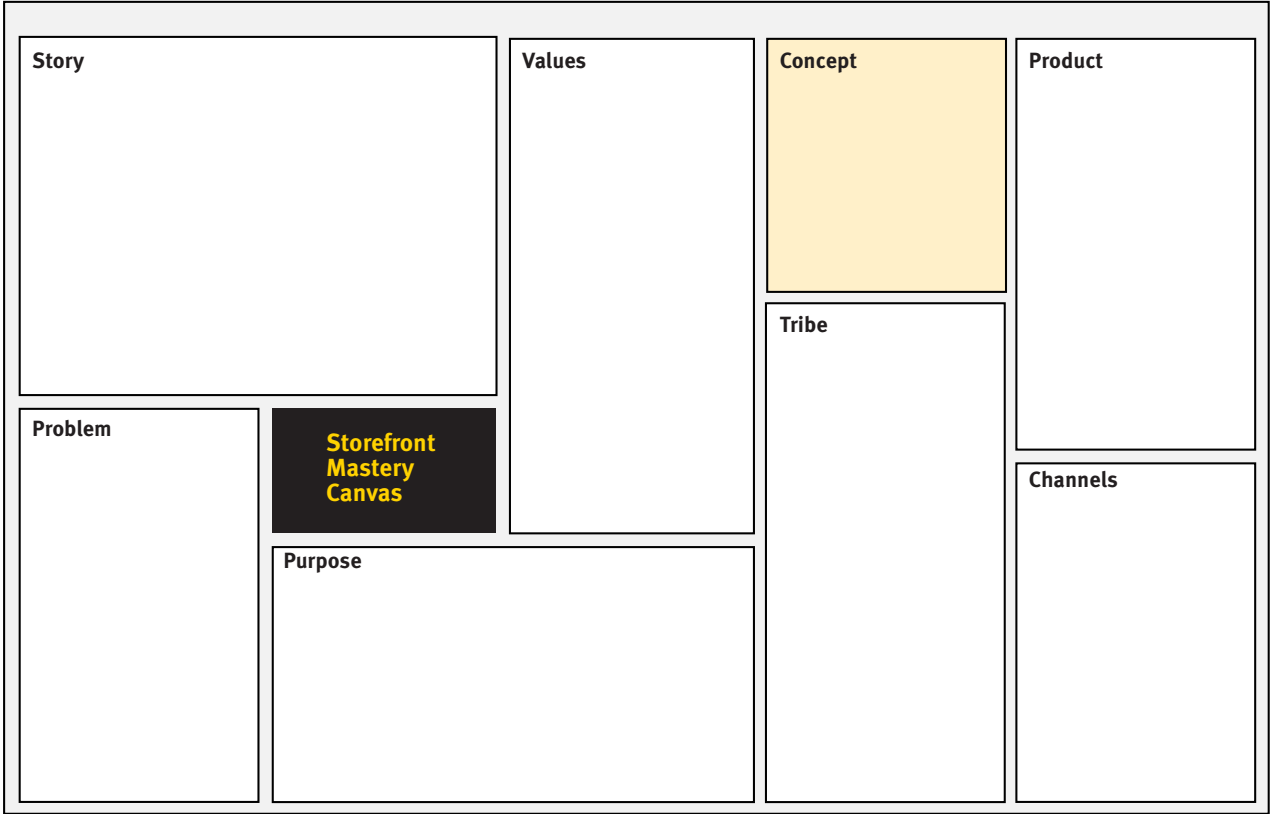
No. 5 is your concept. The trickiest box. It's the main idea that represents your business, its story, mission and purpose. It's what will guide the design, service and business' ethics.

Box No. 6 is your tribe, your community, its coolest members, it's your supply chain, your local champions and your advocates. Once you've listed them, figure out the best way to engage them and invite them to be an active part of your business.

Box No. 6 is for your business model. This is where you jot down the details of what you will sell, how and where you will sell to turn a profit and any alliances you reach to make it happen. It's a lot of work but it will be worth it, I promise.

After you're done we will move to Steps 3 and 4, which deal with the design of your storefront.







*A journey of one thousand
miles begins with a single step*

Lao Tze

STEP

2

Setting The Mood

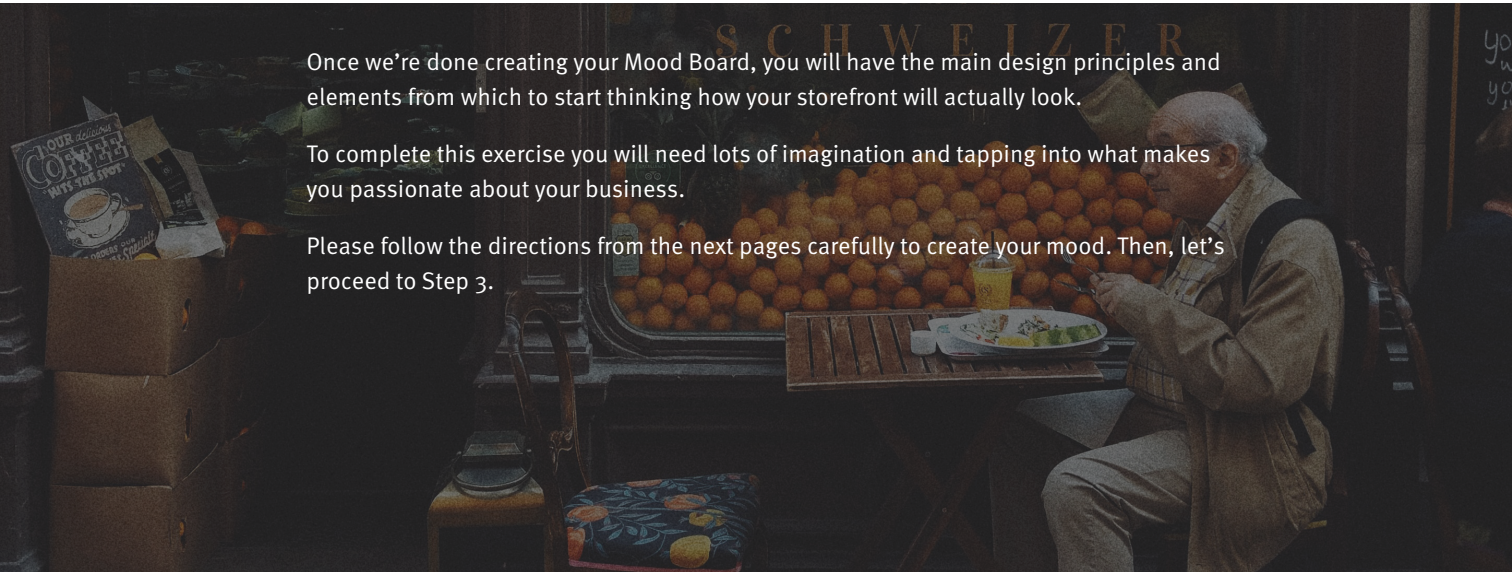
Once you have your canvas ready, look at your concept. That is what will guide every decision from now on. Between the concept and final design, some translating must be done. The Mood Board will help you with that.

Carefully follow the instructions in the next pages and complete the exercise to create your Mood Board. The objective is for you to find a happy place that personifies the idea of your business, and will determine how your customers will feel when they come in.

Once we're done creating your Mood Board, you will have the main design principles and elements from which to start thinking how your storefront will actually look.

To complete this exercise you will need lots of imagination and tapping into what makes you passionate about your business.

Please follow the directions from the next pages carefully to create your mood. Then, let's proceed to Step 3.



We are going to create 3 mood boards for you to choose from

**Pick three key words you think of
when you think of your business:**

1

2

3

**Now, for each word, think of a color, a
sound, a scent, a texture and a taste**

And write them down in the boxes below

1

Color

Sound

Scent

Texture

Taste

2

Color

Sound

Scent

Texture

Taste

3

Color

Sound

Scent

Texture

Taste

Keep going in the next page



Mix the boxes up until you reach a combination that clearly and accurately spreads your message

Write in each box below the perfect building block for your design

Color	
-------	--

Sound	
-------	--

Texture	
---------	--

Scent	
-------	--

Taste	
-------	--

- Using the elements that you wrote, imagine a happy place where you can find them. Maybe a landscape like the beach or the mountains. Try to be specific if it's a cottage by a lake in the mountains during Autumn or a shack by the ocean that sells fresh catch in a hot tropical beach. Write it down on the line below

- The image you describe above is your store's mood. With that in mind, we will now build your design accordingly and make sure each customer gets in that mood when they walk into your store.

Keep going in the next page



... and now, we fine tune your mood board to start creating your storefront design

- Start with your chosen color and create a palette from where you'll choose the background, foreground and accent colors that will be present throughout your business, from your store to your branding, packaging and letterhead. Think of how light will change your colors through the day and what type of light bulbs you may need to keep the mood going through the evening.
- Play the sound you chose so customers can hear it in the background during their entire visit. If you chose music, create a playlist that keeps growing and that people can identify with your store when they hear it elsewhere. If you choose an atmospheric sound, think of what it will remind your customers of, and make sure it supports your concept.
- Textures are everywhere. From the material of your door and floors to the walls and the surface of your counter. Everything adds or takes from the experience. You control which become part of your store. Look at floor, tile, curtains, furniture and wall textures all together to get a feel of how they interact.
- If you are in the restaurant business this may be easier, but think of how to incorporate scent and taste into your in-store experience. Maybe a tasting space? Perhaps fresh ground coffee. Maybe incense or scented candles. You can even go as far as partnering up with your local wine store to make recommendations to enjoy your products.



Use this page to write down your list of materials

Floor

Colors

Walls

Curtains/blinds

Ceiling

Music

Lights

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



*However crazy you may
think it is, there is a place
for what you want to do
and who you want to be*

David Bowie



STEP

3

Design
Your Own
Storefront



I wrote **The Ten No-B.S. Rules For Successful Storefront Design** as a guide to help small businesses take control of the design of their storefronts. It is available online as a separate publication.

Below is a breakdown of the Ten Rules, and checklists that include every design element I have identified in over 15 years of working with small business storefronts, to make sure you are thinking of everything you need to design an unforgettable storefront.

The Ten Rules are the key aspects of the design of a storefront, that will engage people and inspire them to create their own story while interacting with your business.

In the following pages you will find four checklists:

1. Group element design
2. Single element design
3. Community element design
4. Lighting design

The checklists go from the most complex to the most detailed, and they focus on big ideas and also in activating your space to make it more attractive and unforgettable.

Each element is listed, explained and broken down in its components, each with a box that you can check if it applies to your storefront or leave blank if it does not.

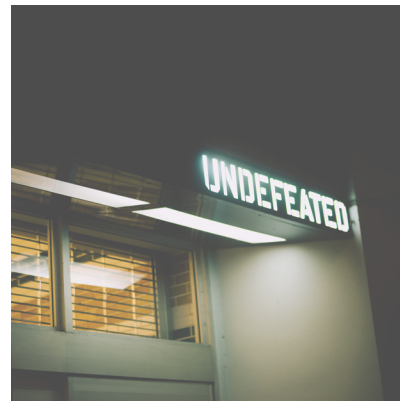
Sign: Display your brand visibly and appropriately with a well designed sign, using the frontage as support	Location	Flat or blade; other signs	Match materials with environment	Scale and proportions	Painted on wall/glass or 3D
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Group elements include the “Entrance Funnel”, which is a funnel-like arrangement of all the objects outside your storefront so that everything guides the attention to the door and invites the user to go inside.

Single elements include the awning or the sign, which are standalone and fabricated by external providers, and also elements like a walk-thru window, from which express coffee or pastries can be sold.

Lighting design looks at every aspect of lighting: the type of fixture and light bulb, the light “temperature”, with the lowest being the warmest light, as seen in cozy restaurants or Christmas shops. The highest rating is the brightest, as seen in drugstores or large chain stores.

Community elements refer to tactics and strategies to expand the reach of your business and that require some degree of design and alignment with the concept and mood of your business.



1. Create a Vision.- Your concept will help you tell your story, engage your tribe and send your message with every part of the storefront

2. Tell Your 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. 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.

5. The Golden Rule.- Mind the proportions, height, scale and rhythm of your doors, windows, mouldings and other elements to support your message and create a psychological bond with your customers.





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

7. One Store, One Message.- Aligning every aspect of your store with your concept will help your message be better understood by everyone.

8. 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.

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

10. Build Up Your Community.- The best thing to attract people is more people. Creating a public space in front of your store will make it very attractive and, if done well, will attract a crowd.

Group Element Design Checklist

Group elements are larger parts of your store. The facade, for example, includes the door, the display window, the awning and the sidewalk. Group elements work together to achieve a quality user experience. This section looks at these larger parts and breaks down every component into all the pieces needed for it to work to your advantage.

Outdoor living room: A quality space where people can hang out, relax outside your door, even when not patronizing the store

Furniture, planters, chairs



Lights and mood



Coherent color palette



Instagram-ready spots



Climate control for comfort



“Walls” defining the outdoor room



Entrance funnel: A “funnel” effect in which every object on the storefront and sidewalk brings attention to the inside

Set mood with color, texture, smell, sound



Geometry, graphics, text or messages on the floor



Lighting, transparency, depth to background



Props and sidewalk elements



Service window (to-go service)



Signage, text, information



Facade design: Things to keep in mind if remodelling the storefront. Could be the entire storefront or just the sign or awning

Geometry and composition



Materials/textures/colors



Door/window design, opacity



Dynamic display window



Awning type and clearance



Sign design and location



Fixture, props, signage, accessories



Circulation: Create a natural circulation pattern to focus on highlights, displays and services as users walk through the store

Logical path through the store



Create stations on important store sections



Floor lines & furniture orientation marking path



Reinforce the path with floor signs & graphics



Direct attention with signs and lighting



Pauses, seat angles, mirrors directed at focal points



Frontage Nanopark: Create a small private garden for public use out front.

Built-in or freestanding planters



Garden wall



Hanging plants, structure



Seating



Interactivity



Branding: Design a graphic image that supports your story

Brand design



Choose appropriate fonts/typography



Signs and other large applications



Packaging, bags, t-shirts, merchandising, etc.



Repetitive, disposable promotional



Shade and shadow: Provide shade and shelter additional to street trees: awnings, canopies, etc.

Trellis, awning or hard canopy



Structural system: hanging or post & lintel



Materials, colors and textures



Distance of projection, clearance



Branding



Light it up: Highlight important parts of the store, guide circulation, create hierarchies of spaces and objects using light

Levels of lighting



Light temperature and type



Intensity and controls



Highlighted areas/hierarchy



Fixture type and design



Sound design: Support the mood you have chosen for your store experience by using sound, curated playlists or original music

Music or sound



Type and volume of music



Curated playlist



Original music



Speaker location



Goodwill stage: A sidewalk display for neighbors and customers to interact as if performing a play, and engage with your brand

Mood and message



Engagement table, other



Storytelling aids



Props



Mix of display, free goodies and sale objects



Floor geometry: Flooring materials and joints define the circulation and support the narrative by linking different store sections

Geometry, guiding lines, patterns



Continuity, joints, interaction of materials



Materials, textures and colors



Tile or floorboard sizing and patterns



Floor graphics to guide the path through the store



Highlighted circulation, lighting and angles



Store sections: Design each section to highlight merchandise, support the narrative and keep the path through the store interesting

Soft right: First impression of the interior



Welcome table on the way in



Highlights, lighting type, temperature and intensity



Cash wrap location and impulse buys



Other stations: novelties, thematic sections



Shared spaces: Add value by partnering with complementary businesses and bundling to create more interesting products

Designated areas



Permanent shared space or pop-up



Curated Art spaces, gentler interaction



Tiny bookstore



Coffee shop, tea room



Signage and information
Carefully curate how information about goods, offers, partners or promotions is displayed

Storytelling: origin of objects and creators



Hand written/ printed signs



Hard or soft, structural support for signs



Coherence with branding and visual system



QR codes, broadcasting of promotions and offers



Curb Extensions: Create a parklet, a curbside pickup station or a product display on the parking area outside your store

Code compliance, requirements



Shade and shadow



Plants



Activation, entertainment



Sidewalk level match



Seating



Backdrop: Finish up the design by establishing a clear relationship between foreground, mid ground and background

Establish hierarchies



Align moving elements and sight lines



Establish focal points and highlights



Geometry, color and signs



Props: lights, screens, furniture



Lighting Element Design Checklist

Lights are key to setting the mood and telling your story. Too bright, too white or too hard could be costly mistakes. Lighting design and details are broken up here so nothing is left out in the creation of the in-store experience.

Interior light: Create indoor mood, properly light up displays and create an atmosphere

Levels of lighting



Fixture type/design



Direction of light source



Type, temperature, intensity



Tint or specially colored light



Facade and sidewalk lighting: Create a mood and experience for the outdoor “room” in front of the store

Levels of lighting



Fixture type/design



Direction of light source



Type, temperature, intensity



Tint or specially colored light



String, other projecting lights



Display window lighting: Properly light up display/frontage and create a nighttime sidewalk experience

Levels of lighting



Fixture type/design



Direction of light source



Type, temperature, intensity



Tint or specially colored light



Neon signs, other displays (stay away from LED)



Community Element Design Checklist

Community elements are the building blocks of your store’s relationship with its community. They are not quite design-based but rather small steps to make sure you are always connected to your local government, local organizations and your neighbors.

Code compliance Verify rules in your city or town code before you design and implement new ideas

Land use compatibility

Sign regulations

Outdoor lighting

Outdoor sitting and decorations

Noise levels

Sidewalk encroaching, surfacing

Executive Production: Perform a show from opening to closing and have customers participate

Service protocols, language and tone

Support the message with a dress code

Casting rather than hiring

Bring in a Pop-up

Guest stars: mini displays from associates

Activation: Promote your brand and causes, build community and keep the store active for longer

Poetry readings

Art exhibits

Recitals, comedy or concerts

Product or book launches

Pairings, tastings culinary events

Signage

Museum Cards: Branded cards with information about products, recommendations or suggestions

Pre-printed or blank cards for handwriting

Rotating staff recommendations

Coffee, wine, tea pairings sponsored by other stores

Recommended books, movies, articles or magazines

Closed status: Give an “Always open” vibe by staging the after hours sidewalk experience

24-hour lights

Visible opening hours and website info

24-hour public space

Activation, entertainment

Seating

COLONNATO
CAPPUCCINO
MUCHA
LATTE
CARAMEL LATTE
COCOA
GREEN TEA / MILK TEA

HOT	ICED	PREFRE
45	55	65
55	65	75
65	75	85
75	85	95
85	95	105

MILK SHAKE 120
- CHOCOLATE MILK SHAKE
- GREEN TEA MILK SHAKE
STRAWBERRY SMOOTHIE

FLOATING
- COFFEE FLOAT
- CHOCOLATE FLOAT
- GREEN TEA FLOAT
ITALIAN SODA
+ SODA 20



YOU DID IT! HERE'S WHAT'S NEXT

1 | Take a good look at what you've accomplished. This is the start of your journey of wealth creation



2 | Create a sales strategy. Start by designing a value funnel to drive traffic to your business



3 | Ask questions. Communicate with your tribe. See how you can add more value to their lives



Thanks for your trust in the Storefront Mastery system to help you create an epic storefront.

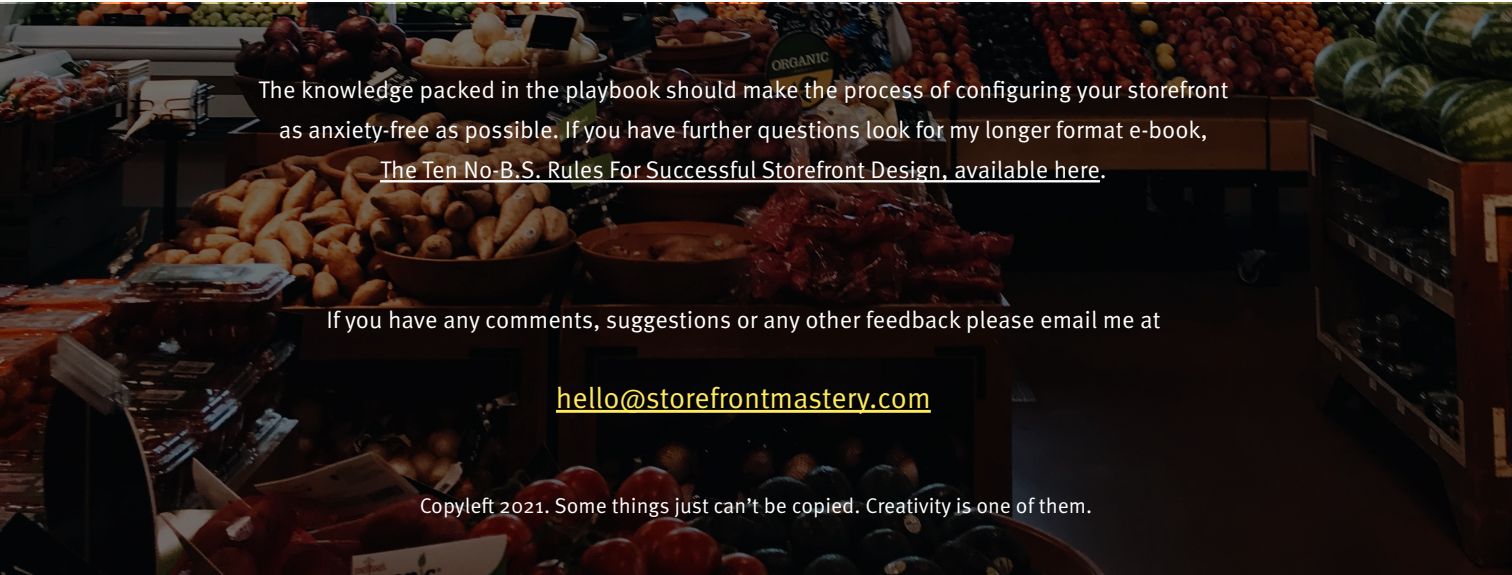
Please email me if you have any questions or just want to bounce off some design ideas. I'll be happy to chat.

Please follow me on social media and help me spread the good word.

Twitter: [@izurietavarea](https://twitter.com/izurietavarea)

Facebook: [@StorefrontMastery](https://www.facebook.com/StorefrontMastery)

Instagram: [@storefrontmastery](https://www.instagram.com/storefrontmastery)



The knowledge packed in the playbook should make the process of configuring your storefront as anxiety-free as possible. If you have further questions look for my longer format e-book, [The Ten No-B.S. Rules For Successful Storefront Design](#), available [here](#).

If you have any comments, suggestions or any other feedback please email me at

hello@storefrontmastery.com

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