



FOR IMMEDIATE RELEASE

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Workshop Geared Toward Small Businesses Coming To Lafayette July 21

LAFAYETTE, IND - JULY 17, 2015 - Internationally-recognized Destination Business expert Jon Schallert will be in Lafayette, Indiana on Tuesday, July 21 to present his newest workshop, **“Reinvent Your Business Into a Consumer Destination”**. The workshop aimed towards small business, will be held at MatchBOX Coworking Studio located in downtown Lafayette at 17 South 6th Street, Suite X, from 8:00 a.m. to 4:00 p.m. The cost is \$10.00 and includes lunch. Registration is now being accepted online through www.greaterlafayettecommerce.com

Schallert will be speaking on his Destination strategies that have helped thousands of small businesses and communities attract consumers from great distances outside of their towns and rural cities. He will be joined by Richard Carraro of ClownBike Advertising. Workshop topics will include valuable information about increasing sales and profits and the art of local advertising.

According to Schallert, “Every business, regardless of its location, must market itself as its own Destination, a business that is so compellingly different that when a consumer or tourist hears about it, they say: ‘I have to go to that place!’ Best of all, when multiple businesses from the same city or town use these techniques, it changes an entire community.”

Dennis Carson, Economic Development Director for the city of Lafayette, has seen Schallert’s impact in Lafayette before. “Consumers today want it all - a memorable experience, unique products, great customer service and value. Jon and his programs and principals have benefited many in downtown and we are excited to have him back.”

Schallert started The Schallert Group in 1997 after spending a decade working at Hallmark Cards where his marketing strategy was known as “The Schallert Method.” Schallert has worked with small independent businesses for nearly 30 years, including educating independent business owners and their communities, through talks and consultations, on how to reinvent themselves into Consumer Destinations. In addition to frequent conference addresses, he conducts his 2½-day Destination Business BootCamp® (DestinationBootCamp.com), in Longmont, Colorado. Jon is also the founder of the online training network, Destination University® (DestinationUniversity.com) where businesses can access more than 150 webinars from over 50 authors and experts. For more information on Jon Schallert and his speaking topics, visit JonSchallert.com or call (303) 774-6522.

ClownBike Advertising, founded by Richard Carraro, is a one-man agency based in Sea Cliff, New York that aims to bring effective, affordable advertising to small town, Main Street businesses. To learn more about ClownBike Advertising visit ClownBike.com

This workshop is made possible through an economic development partnership involving the City of Lafayette, Greater Lafayette Commerce, Lafayette Urban Enterprise Association and the Carroll County Economic Development Corporation.