

Live Internet Webinar on November 4, 2009 to Teach Local Businesses How to Increase Customer Traffic and Sales in This Economy

For Immediate Release:

Business owners in Somerville have the opportunity to participate in a live Internet webinar and learn how to increase their customer traffic and sales in this economy. The webinar, entitled **Tips and Tactics to Increase Customer Traffic Today** will be held at Scampi's Seafood Restaurant, 198 West Main Street, Somerville on Wednesday, November 4, 2009 from 8:00 – 9:30 am.

The webinar will feature internationally-known marketing consultant Jon Schallert who will be speaking live to local business owners from his studio in Longmont, Colorado. Participants will be able to see, hear, and ask questions of Schallert, and network with other business owners in attendance. The webinar is sponsored by The Somerville District Management Corporation, in an effort to help local businesses during this economy.

Schallert's Live Webinar will be open to all Somerville businesses and in the SID, and those interested in attending should contact The Somerville DMC at (908) 541-1600 or email Donna@somervilledmc.com no later than Monday, November 2. There is NO COST to attend this webinar. Light breakfast fare will be served.

According to Schallert, "In today's economy, the challenge for any business today, regardless of its location and demographics, is to create such a compelling offering that it is repeatedly visited by consumers. It is not necessarily more difficult for smaller Mom and Pop businesses to compete in this economic recession, if they know how to stand out from their competition as Destinations" says Schallert.

Those wanting to learn more about Schallert prior to his webinar are encouraged to visit his company website at www.JonSchallert.com, where owners may subscribe to Schallert's free "Reinvent Your Business" email newsletter.

Schallert has been working with independent business owners since 1983, and contributes his business strategies to national publications like the Wall Street Journal, Washington Post, and Entrepreneur Magazine. Schallert speaks and consults with thousands of entrepreneurs annually, and conducts a three-day workshop in Colorado called his Destination Business BootCamp that is attended by business owners from around the world. He is a member of the National Speakers Association, the National Main Street Network, and the International Downtown Association.

Questions? Contact Jon Schallert at 303-774-6522 or by email at Info@JonSchallert.com.

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TIPS AND TACTICS TO INCREASE CUSTOMER TRAFFIC TODAY

Learn affordable marketing and sales techniques that will bring more customers into your business right now, taught by America's Destination Business Expert.



Jon Schallert

Destination Expert &
Small Business Strategist

Wednesday, November 4th

Scampi's Seafood Restaurant
198 West Main Street
Somerville, NJ

8:00 – 9:30 a.m. Live Webinar and Q & A

For Information & Reservations: (908) 541-1600



This Event is Sponsored by
Somerville District Management Corporation

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What a find.