

# CHEAP Ideas 2 JAZZ UP YOUR STORE 4 Fall

Starting with  
a search for  
Halloween  
displays...

## Use Pinterest For Display Ideas

Just the thought of doing a new window display is enough to make even the strongest store owner break out in a sweat. We have all seen fabulous window displays that were cheap and easy to do. That “why didn’t I think of that” sort of display. Instead of trying to reinvent the wheel, turn to [pinterest.com](http://pinterest.com) for ideas.

### [pinterest.com](http://pinterest.com)

If you are not familiar with it, Pinterest is a website of pictures that other individuals have ‘pinned’. It is a free site, but you do need to create a login, or you can use your Facebook, Google, or Twitter login. The idea of Pinterest is that members can ‘pin’ pictures that they like to their own ‘boards’.

Pinterest is a great source of ideas. Just type in ‘window displays’ and you will get hundreds of photos of window displays.

The beauty of Pinterest is that when you find a photo you like you can go to the board that it was pinned on. Chances are good that you will like other photos that they have pinned. Be sure and create your own boards to keep and organize the ideas you will find.

Trust me, using Pinterest sounds harder than it really is. Just give it a try. It is a great source of ideas.



...leads to this page...



...which leads to this page...



Examples from doityourselflettering.com

# Vinyl Lettering

## A Cheap and Easy Way To Increase Walk-In Traffic

Walk by your store. Can you tell the name of the store? What the store sells? What are its hours? Vinyl lettering is a cheap and easy way to advertise your store and increase walk in traffic.

There is a good chance your town has at least one sign shop that can create the signage and apply it to your windows for a reasonable price. If not, there are plenty of internet sources that will cut the letters and you apply them yourself. We don't want to recommend one source over another, but here are a couple of websites to get you started: <http://www.customvinyllettering.net> and <http://doityourselflettering.com>. Both sites cover different materials, instructions on how to apply signs, as well as a page that lets you create your own sign.

The signs are machine cut out of colored plastic in one piece, that is, all the text and graphics (of the same color) is on a single sheet. Actually, there are two sheets. You remove one sheet of paper to expose the adhesive side of the lettering, apply the lettering to your window, and then carefully remove the carrier sheet.

Prices depend on the size of the sign and the material, but prices start under \$20.

### How To Apply Vinyl Signs

1. A cool day with no wind is best. Any wind will blow up dust and will make it hard to position the sign. If the window feels warm to the touch, it is too hot.
2. Make sure the glass is clean! Any speck of dirt will make a bubble. Remove any oil. Position the sign (do NOT remove the backing paper yet) on the window. When you are happy to the position, apply masking tape to the top edge to create a 'hinge'
3. Fill a water sprayer with water and a few drops of dish soap. Fold back the sign on the masking tape hinge. Spray the glass with the soapy water. Be sure the glass is completely wet (if the water beads up, the glass might still have oil on it).
4. Remove the backing paper from the sign to expose the adhesive. Spray the adhesive side of the sign with soapy water, also.
5. Lay the sign back onto the window. The sign will float on the water.
6. Use a plastic squeegee to remove the water and any air bubbles.
7. Let the sign dry completely before removing the carrier sheet. You may want to wait overnight.



# Paint

A little paint and a few hours of work is a quick way to change the look of your store. Big projects you might want to hire done, but if you just want to paint a small area it makes sense to do it yourself. You can also paint your store in steps. Paint one section with a new color. If you like the feel of the new color, paint another section.

## Colors

A rule of thumb: 80% of the walls should be a calm neutral color, and not more than 20% accent colors. But calm neutral color does not mean white or off-white. Be bold. Be adventurous. It is just paint. If you don't like the color, you just paint over it.

If you don't feel comfortable picking your own color scheme, any store that sells paint will have sales literature with suggested color combinations.

## Paint It On Your Computer

Take a picture of area you are thinking about painting and bring it into your favorite photo editing program (like Photoshop). Drop in some sample colors to get an idea of what the new colors will look like. It will not be exact, but it might save needing to repaint that eggplant purple that looked great on the 1 inch paint chip, but not so great on the 10 foot wall.

Some of the paint companies have websites that help you visualize colors on your walls. One site is <https://www.sherwin-williams.com/visualizer>. It is a photoshop-like program with the added feature of giving complimentary color combinations.

# Music

Can you hear a pin drop in your store? Do your customers talk in hushed tones? If so, you need to add music to your store. Customers are used to having background music in stores. Yes, it can be downright annoying in some stores; so you want to pick something that everyone enjoys. Maybe not elevator music, but not rap or Justin Bieber.

And if you are going to have music, **why not offer it for sale!** Believe it or not, there are companies that specialize in selling music CDs to gift and specialty stores. Many times you even get a sample CD to play in your store as a selling tool.

Again, while we do not want to recommend any particular supplier (and we have never purchased from any of these), here are a few sources to look at.

<http://specialtyshopmusic.com>

<http://www.giftshopmusic.com>

<http://www.pianobrothers.com/wholesale>

## Election Year Music Trivia

Justin Bieber was the only artist who had a majority unfavorability rating across all party lines – a majority of Democrats (23-54), Republicans (17-52), and independents (18-56) all reported negative views of the singer. (source: Public Polling Policy website)

