

Introduction – Opening Thoughts and How to Use This Book.....	4
Chapter 1 - First Things First!	5
1.1 - Exercise #1 - Brainstorming	7
1.2 - Exercise # 2 - Refine.....	7
1.3 - Exercise # 3 – Synthesize.....	8
1.4 - Exercise #4 – Crystallize.....	9
1.5 – Your Focus Statement	10
Chapter 2 – What’s in a Name?... (<i>Everything!</i>)	11
2.1 - What exactly is a “Fictitious Business Name”?.....	12
Chapter 3: Sole Proprietorship or Incorporation?	13
3.1 - Limited Liability and Lower Taxes.....	14
3.2 – Overview of Business Entity Structures	14
3.3 –Sole Proprietorship for Simplicity.....	15
Chapter 4 –Definitely Do Market Research.....	15
4.1 - Definition, Market Research:	16
4.2 - Customer Information	17
4.3 - Competitor Information	17
4.4 - Business Environment	18
4.5 - Where do I begin? Secondary market research.	18
4.6 - Primary market research.....	19
Chapter 5 – Plan to Succeed	20
Chapter 6 - Where to go for Outside Funding	21
6.1 - What about grants?.....	22
6.2 - Small Business Loans	22
6.3 - The Bank	23
6.4 - Private Investors	23
Chapter 7 – Finding Suppliers: Business is about Building Relationships!	24
7.1 - Research Method #1: The Internet.....	25
7.2 - Bending the “Rules”	26
7.3 - Research Method #2: Conventions.....	27
Chapter 8 – Finding Your Space: Location, Location, Location!	28
8.1 - Where to Start?	30
8.2 - What is the Cost?.....	31
8.3 - How Targeted is the Foot Traffic?	32
8.4 - Does your Market Research Indicate you Belong Here?.....	33
Chapter 9: Brick, Mortar, and What to Do with Your Space	33
9.1 - The Basics	34
9.1.1 - Your main exterior sign	35
9.1.3 - Shelving.....	37
9.1.4 - Other Shelving Options	39
9.1.5 – Tables	40
9.1.7 - Signs and Sign-Holders	42
9.1.8 - Wall Accents	43
9.1.9 - Accent Rugs.....	44
9.1.10 - Lighting Fixtures.....	45
9.1.11 - Merchandising Fixtures.....	45
Chapter 10 - Opening a Business and Merchant Account.....	47
10.1 - Merchant accounts	47

10.2 - Approval Process.....	48
10.3 - Credit Card Rates.....	48
10.4 - Don't forget to ask for a rate review	49
10.5 - Keep It Together.....	49
10.6 - Your POS	50
Chapter 11: How to Track Inventory	51
11.1 - Manual Inventory Records.....	51
11.2 - Customize Your Database.....	52
11.3 - Software Inventory Management	53
Chapter 12 - Sales: The Process and The Relationships.....	54
12.1 - Identify Leads	55
12.2- Pre-approach / Approach	56
12.2.1 - Qualify.....	56
12.3 - Prospects.....	56
12.3.1 - Ask Questions.....	56
12.3.2 - Present	57
12.3.3 - Focus on Benefits rather than Features	57
12.4 - The 'Close'.....	58
12.4.1 - Ask For the Sale	58
12.5 - Overcoming Objections.....	59
12.5.1 - Take a mental step back, relax, and focus.	59
12.5.2 - Restate the Prospect's Objection.....	60
12.5.3 - Get More Information.....	60
12.5.4 - Once You are Clear on the Objection, Respond	60
12.6 - Success! Process the Transaction.....	60
12.7 - Relationships are Everything	61
12.8 - Practice and Persistence	61
Chapter 13 - Marketing: Get the Word Out!.....	61
13.1 - Definition of Marketing v. Advertising.....	62
13.1.1 - Press Releases.....	63
13.1.2 - Community and Special Events	64
13.2 - Advertising Options.....	65
13.2.1 Free Classifieds.....	65
13.2.2 Paid Ads (Newspapers)	66
13.2.3 Paid advertising in Local Magazines.....	66
13.2.4 - Paid Advertisement, Industry Magazine	67
13.2.5 - Targeted Mailer.....	67
13.2.6 - Flyer Campaign.....	68
Chapter 14 - Finding, Hiring, and Managing Employees.....	69
14.1 - Great Sources for Employees	70
14.2 - Hiring.....	72
14.2.1 - Hiring Do's	72
14.2.2 - Hiring Don'ts	75
14.3 - Tips for Managing Employees	75
14.4 - Don't just "manage" - Lead	76
14.5 - Be a Motivator	76
14.6 - Learn to Listen.....	76
14.7 - Learn to Delegate.....	77

14.8 - Don't be Afraid to Reinforce.....77
Chapter 15: Taking Your Boutique Online78
15.1 – eBoutique?78
15.2 – Slow and Consistent Wins the Day79
15.3 – Website As a Business: A Holistic Approach.....79
Chapter 16 – What About Franchising?.....81
16.1 – Franchise Pros and Cons.....82
16.2 - Franchise Resources82
Chapter 17 – Closing Thoughts.....83



HOW TO OPEN YOUR OWN UNIQUE BOUTIQUE
BY
DOUG AND SUNI GARGARO

Limits of Liability / Disclaimer / Copyright

The authors and publishers of this course make no claims or warranties about the use of this material, including any guarantees of business success or income claims. The authors shall in no event be held liable for any losses or other damages, including but not limited to special, incidental, consequential, or other damages. The advice of a legal, tax, accounting, or other professional should be sought as applicable.

Federal and International copyright laws protect the material in this course. Reproduction other than for personal use by is strictly prohibited. Resale rights are reserved by the publisher – you may not resell or give away this ebook without express written consent of the authors and publishers.