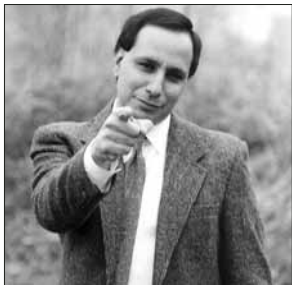


# The Guerrilla Framer



by  
Paul Cascio

## *More Products, More Customers!*

I frequently hear framers lamenting the lack of foot traffic at their store. Others complain that they don't make enough money. Usually when I hear these complaints, it's from a framer whose sole business product is custom framing along with the customary assortment of posters, prints, ready-made frames, and photo frames. As a result, these businesses are limited in their ability to attract customer traffic.

I'm going to share some ideas to help you increase store traffic, which often leads to higher sales volume.

You may have heard about a recent APA survey whose results showed that only 12% of the adult population in the U.S. has ever purchased custom framing. When I first heard about this, my reaction was shock and disappointment. How, I wondered, can any industry survive when 88% of the population doesn't buy their product?

Then, as I thought about it more, I realized that I, along with many other framers, have been making a pretty good living thanks to the 12% that does buy our product. This realization caused me to change my thinking about the implication of the survey results.

Although I initially interpreted the figures as offering bad news, I soon came to the conclusion that I was wrong. The results in fact provided great news, pointing out that the market for custom framing is tremendously underdeveloped. Eight-eight percent of our potential market is still waiting to be harvested. Imagine that.

Eight out of every nine of your

prospective customers are still available to make their first custom framing purchase at your business. Eight out of nine people have never experienced the thrill of seeing their finished custom framing order for the first time. They've never seen their living room brought to life when they place your frame on the wall. Eight out

of nine people have never discovered the real value that custom framing offers.

And, eight out of nine people have never put any profit in your pockets. And that is a pity.

### **Existing in Anonymity**

Unfortunately, most of your "non-customers" don't know that your frame shop even exists. These people have generally no awareness of what custom framing is, or how it can benefit them. I

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would even venture to guess that 95% of our non-customers have never even set foot in a custom frame shop unless it was to ask for directions or use the restroom. So what can you do to expand the market for custom framing beyond the paltry 12% that it currently stands?

Simple. Give the other 88% of the population more reasons to step inside your businesses so they can see and experience all you have to offer. Most custom frame shops exist in anonymity because the public doesn't have a reason to step inside the door. Give them a reason; give them several. Adding a new product or service will increase foot traffic, thereby increasing exposure to your primary product—custom framing.

The key is to select a product or service that is in some way related to custom framing. I would

recommend either a visual arts product or service, or one that involves home décor. Each provides synergy with your existing custom framing business.

In the area of visual arts, you could choose to offer large format digital photo printing or perhaps a digital photo restoration service.

Add-on offerings in home décor include wallpaper, silk plants, or custom window treatments. As a plus, none of these businesses require a large investment to start and most require minimal space. A small area or decorating corner can give a lift to your business.

Regardless what you choose, your new product/service provides the public with another reason to visit your business. Once there, they can see and learn about the beauty and value that custom framing offers. While they are there, you can offer a tour of your

shop, give them a brochure or other educational material, and ask them to sign up for your mailing list. And because they've stopped in to see your new product, chances are you'll make a sale and if you're lucky, two.

You can find links to websites that relate to the products and services that I've mentioned at [www.pictureframingschool.com](http://www.pictureframingschool.com), my website. As I find more add-on services and products that I feel would be useful for framers, I'll add more links. Also, if you have ideas for compatible businesses that you would like to share, please e-mail me at [guerrillaframer@pictureframingschool.com](mailto:guerrillaframer@pictureframingschool.com). ■