



Your Hospitality Matters Checklist

Do your customers sense your gratitude? Clients want to come back? Are your patrons pleased? Take a few minutes to walk around your business with the eyes of a first time visitor. Do you feel welcome? Choose from the list below to improve your hospitality efforts. They won't all apply of course, but here are some elements to start:

First Impressions: Make sure your space says 'Welcome!'

- Use Your **Senses**: all 5 (6?) Enter your business as if you were a first-time visitor:
 - Does it smell good, but not overpowering?
 - What is the first thing you see (the door?) Does it reflect what is inside?
 - Are the textures inviting? Clean of course, but think about your surfaces. Are they sharp, fuzzy, soft, slick: what best communicates your business?
 - Play music that compliments your business style: smooth jazz? perky pop? oldies? Italian love songs? Nature sounds & bird calls?
 - Be sure your staff greets everyone with a simple hello and a smile. Let visitors know you are not too busy to answer their questions.

Signage! You may need to be more obvious than you think—there's a lot of visual 'noise' out there so be sure your customers can find you.

- Check with your community codes before investing in signs.
- Signs on Rt 6, at major intersections, your driveway/parking lot must give **clear and simple** directions
- Again, **simple**— Complicated instructions, decorative typeface and tiny texts are too hard to read while moving
- Main Entrance must be **visible** from the road. Perpendicular hanging signs are great
- Consistently** use your logo/branding for an easily recognizable image and font
- interior signs may be needed (restrooms, exits, checkout)

Public & Personal Space

- Clear out, clean up! Get rid of unnecessary clutter. A mess suggests a lax attitude.
- Don't forget the bathroom. Obviously this needs to be clean and functional, but it is amazing how much this private space gives visitors a personal glimpse into your true personality: caring, quirky, bold?
- Seating. If appropriate, give visitors a place to rest a bit—and while you are at it, give them a seat with a view of your best work.

Safety

- Safety is Crucial! I've entered studios where I've been afraid to move.
 - Steady-up or eliminate those rickety displays
 - Firm up floors that have too much 'give,' etc... (a friend's foot went through the floor of an antique barn recently—did not instill confidence)
 - Child friendly? Not every space needs to accommodate sticky fingers and rambunctious little urchins. If children frequent your shop find a way to coral this energy away from sensitive areas.
- Lighting should highlight your work but also help your visitors see to move around
- Research/meet safety code features as needed (emergency lighting, exit signs, etc.)

Publicity

- Be sure that what you put out in print matches what you actually have!
- "Something for Everyone" is rarely true. Tell people your mission, focus, goals and stay true. Genuine publicity elicits trust—a much needed and valued commodity!
- Have your business cards, brochures, postcards visible and available
- Be consistent with your branding. Your style should be obvious
- Be restrained but regular with social media. Posts that are too often, too long and too loud might condition readers to ignore you

Accommodate browsing

- Allow visitors to browse on their own. Offer to answer any questions—just don't chase them around—it comes across as pushy, suspicious, or sometimes even creepy.

Making an exit.

- A simple "glad you came" goes a long way—last chance for a lasting impression.
- If you have made a connection, consider offering a small reminder of their visit: put your logo/website on a bookmark, magnet, key chain fob, or ?

What are we forgetting here? Add your own to-do's:

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