



Western Lifestyle RETAILER NEWSLETTER

First Quarter 2018: Tools for Success

TAKING CARE OF BUSINESS: MARKETING SAVVY



Dru Stewart of DruStew Marketing in Tulsa, Oklahoma, had thoughtful advice for his audience in a breakout session at the January 2018 #WesternSummit.

He emphasized the importance of a clear mission statement for every business, one that includes a clear description of its ideal customer.

“Your mission statement is where the rubber meets the road as a business owner,” Stewart said. He added, “Your logo is NOT the most important part of your business. Everyone has one. What’s important is the execution behind it.”

He said to “go through the work of figuring out where your brand is going.” The mission statement and knowing your ideal customer (and what he or she wants) is part of that.

He also pointed out that “your brand has to be more nimble today than ever before.

“Don’t get locked in your ways as a brand. Keep it consistent, but update it. Your brand won’t change but what you make might.”

He added, “If you need to change your business model,

NEW & NOVEL: MIX-O-LOGIE RECIPIES



[Mix-o-logie](#) perfume collection has created seven customized recipes to further the fun and application of its fragrance oils. The full collection features ten roll-on fragrances, each beautiful and unique used alone. With fun names from “Stir Crazy” to “On the Rocks,” the recipes layer and mix those scents for custom blends, expanding the collection’s use and appeal to customers from all walks.

Scents include: Charmed (spice), Poised (clean breeze), Tender (fruity), Assured (natural), Sultry (musk), Serene (floral), Free (ocean mist), Tenacious (vanilla), Inspired (rose), and Electric (citrus). Crafted from high-quality concentrated oils, all perfumes are alcohol free.

Contact [Mix-o-logie](#) at

change it. That's not your brand."

Hear more at WesternLifestyleRetailer.com.

RETAILERS RULE AT #WesternSummit



More than 190 Western industry professionals went home with valuable business-changing tools from the

first #WesternSummit. The landmark event kicked off the January 2018 WESA Market in Denver.

[Western Lifestyle Retailer](http://WesternLifestyleRetailer.com) and [The Boutique Hub](http://TheBoutiqueHub.com) teamed up to produce a one-day conference for Western industry professionals of all kinds, from boutique owners to brand influencers.

The event gave attendees one-on-one access to 19 of the [savviest professionals](http://savviestprofessionals.com) in the Western retail industry.

Event sponsors set up booths showing their latest products and gave attendees exclusive access during a Sip and Shop wine and cheese party sponsored by Vintage Cowboy Winery.

Many thanks to our [great sponsors!](#)

Watch for future events produced by the powerhouse team of [Western Lifestyle Retailer](http://WesternLifestyleRetailer.com) and [The Boutique Hub](http://TheBoutiqueHub.com). We are committed to giving retailers real-world tools for business success.

Want to participate? Send questions to kami.peterson@westernlifestyleretailer.com.

wholesale@mymixologie.com for pricing.

WISE WORDS



"In all the businesses I've had, it comes down to the people.... Your store can be a hub of interacted-ness, and the Internet can't do that. We have to do things the Internet can't do."

- Dan Costa, [Noble Outfitters](http://NobleOutfitters.com)

WLR ON THE WEB



Go to [Western Lifestyle Retailer's](http://WesternLifestyleRetailer.com) updated website for advice from savvy retailers, tips to improve your business, spotlights on new products and more. You can also update your unique directory listing with us and find the current and past issues of [Western Lifestyle Retailer](http://WesternLifestyleRetailer.com). Subscribe to get your own display-worthy hard copy!



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