

**NAMM<sup>®</sup> | U**



Grow Your Business



# Simple DIY Store Design Ideas for High Impact

Spicer's Music

Tim Spicer

[tim@spicersmusic.com](mailto:tim@spicersmusic.com)

NAMM<sup>®</sup> U



Grow Your Business





# Why Is It So Important to Focus On Store Appearance?

- Get more customers
- Maximize the customer experience
- Boost sales!



# Why Should Your Store Look Different Than the Rest?

- In a world of online retail giants, you **NEED** to stand out!
- Word spreads quickly, so make your store the one that people talk about!



# Music Inventory Is the Most Beautiful of All

## Treat It That Way

- Cleanliness is key
- Inventory displays should be:
  - Neat
  - Attractive
  - Accessible
  - Inviting
- Tune your guitars people!!!!!!

NAMM® U



Grow Your Business





# Start by Creating a Theme

- Play to your community, culture and customers
- Don't rush this step!



# Get Your Staff Involved

- Create a “think tank” and make it fun!
- Make spiffs/games with your employees and reward them
- Empower your creative employees and lean on them

NAMM<sup>®</sup> U



Grow Your Business





# Once You Create a Theme, Carry It Into All Areas of Your Store

- Showroom
- Lesson Rooms
- Bathrooms
- Outdoor Space
- Marketing (In-store & Advertising)



# Borrow Ideas and Inspiration From Others

- Clothing Boutiques
- Coffee Shops
- Any Store OUTSIDE of the Music Industry
- Never Stop Learning About Merchandising



# Focus on Comfort

- A comfy customer is a spending customer
- Think of comforting color palettes
- Provide areas for your customers to sit and relax
- Keep your stock accessible





# Hit on ALL of the Senses

We have 5 senses, use them all!

- Sight
- Hear
- Smell
- Feel
- Taste

# Think Beyond Your Displays

- Floors
- Ceiling
- Walls
- Lighting





# Do It Yourself

- It doesn't take huge cash flow to make your store look great
- This is where you can get creative
- Be careful of “cookie cutter” display racks

NAMM<sup>®</sup> U



Grow Your Business





# Do It Yourself

- If you build your own displays, build them in front of your customers
- Highlight the items you want to sell
- Rotate stock often
- Keep it fresh!





# Do It Yourself Display Ideas

- Pick displays
- Strap displays
- Drum stick/head displays
- Book displays
- Take time to think of every display in your store





# What to Take Away

- Let your creative musician juices flow
- Get your staff involved and make it fun
- Be unique. Find your niche and embrace it
- Remember, a comfy customer is a spending customer
- Focus on creating an experience for your customers
- Most important of all ... get excited about your store's appearance!



# Spicer's Music

Tim Spicer

[tim@spicersmusic.com](mailto:tim@spicersmusic.com)