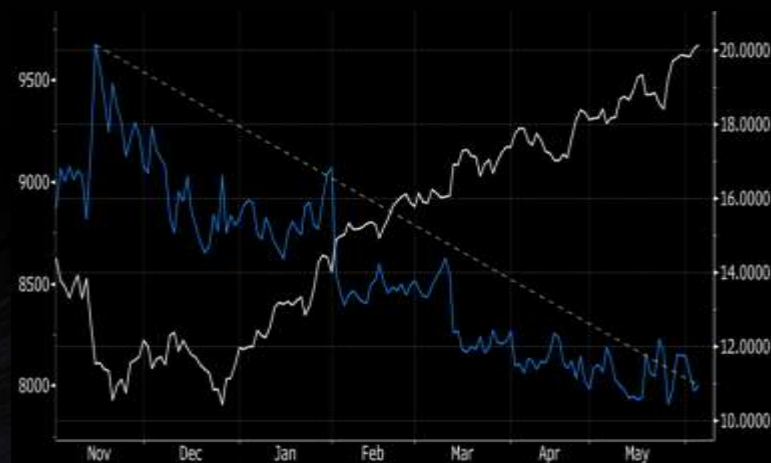


The Secrets to Surviving the Tough Months



NAMM® | U



Grow Your Business

Presented by...

Bob Popyk & Alan Friedman

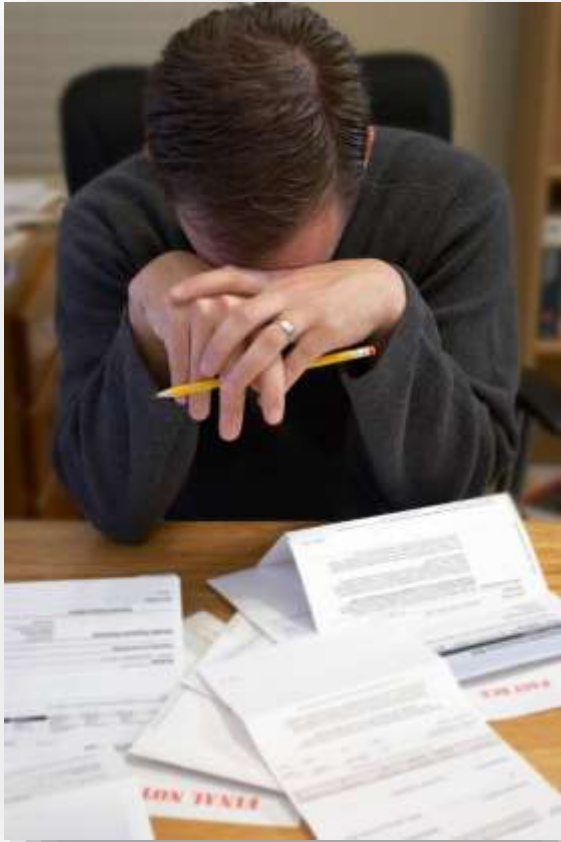


- Friedman has 40+ years experience providing accounting, tax, business valuation & consulting to the music retailing industry
- Speaks at NAMM, RPMDA, NASMD and other industry events
- Premier writer for 20 years for “Music. Inc. Magazine”
- Plays guitar in the all-CPA rock band “The Accounting Crows”



- Popyk has 50+ years experience providing sales, marketing, advertising & event consulting to the music retailing industry
- Speaks at NAMM, RPMDA, NASMD and other industry events
- Premier writer for over 30 years for “Music Trades Magazine”
- Plays the accordion for anyone who will listen

Why the two of us guys?



What's a "tough" month?

- Can't make payroll
- Can't pay taxes
- Can't pay the bank
- Can't pay rent
- Can't pay key vendors
- Can't pay your accountant



THE GREATEST
PLEASURE IN LIFE
IS DOING
WHAT PEOPLE
SAY YOU
CANNOT DO.

"MOST OF THE IMPORTANT THINGS IN THE
WORLD HAVE BEEN ACCOMPLISHED BY
PEOPLE WHO HAVE KEPT ON TRYING WHEN
THERE SEEMED TO BE NO HOPE AT ALL."

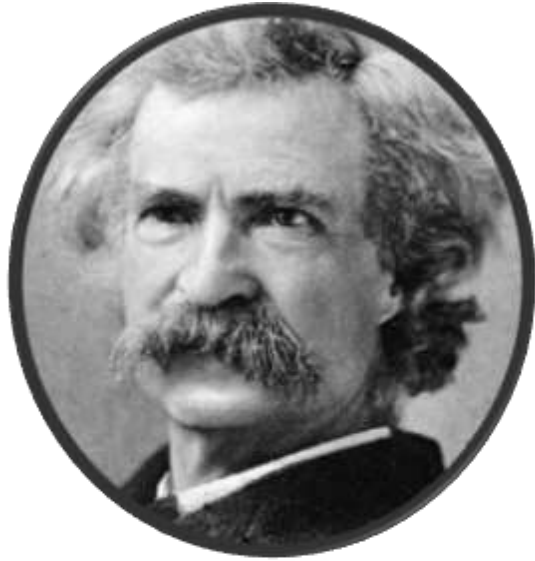
DALE CARNEGIE

**"THE ULTIMATE MEASURE
OF A MAN IS NOT WHERE
HE STANDS IN MOMENTS
OF COMFORT AND
CONVENIENCE, BUT WHERE
HE STANDS AT TIMES OF
CHALLENGE AND
CONTROVERSY." -MARTIN
LUTHER KING, JR.**

"Tough times don't last; tough people do."



Here are **“the secrets”** To
Surviving the Tough Months



Mark Twain

“October. This is one of the dangerous months to speculate in stocks. The others are July, January, September, April, November, May, March, June, December, August and February.”



1. Set Some Goals

("hope" is not a marketing strategy)



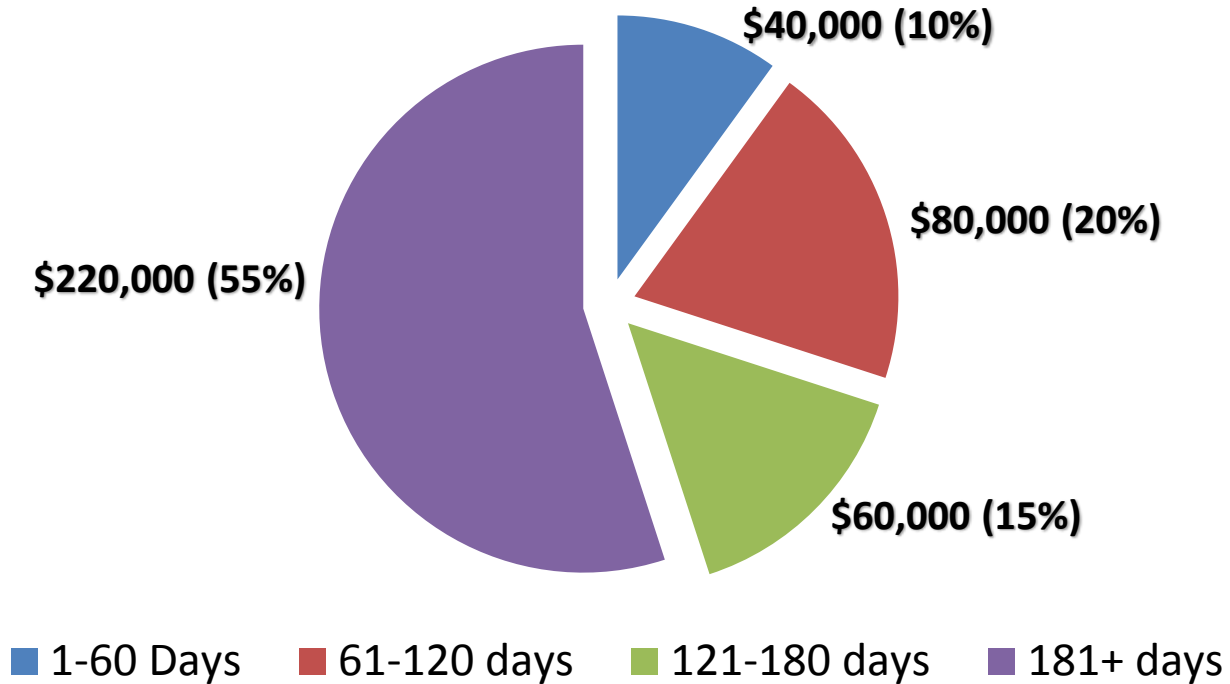


2. Blow Out Old Stuff





\$400,000 of Inventory





“What’s the big deal if my inventory has been sitting around for a while?”

Consider the costs...

- \$ Purchase & shipping
- \$ Merchandising & retail ready
- \$ Rent for retail space & warehousing
- \$ Data tracking & pricing
- \$ Physical inventory taking & security
- \$ Financing & floor planning
- \$ Property tax
- \$ Shrinkage, pilfering & breakage
- \$ Labor costs to do many of the above

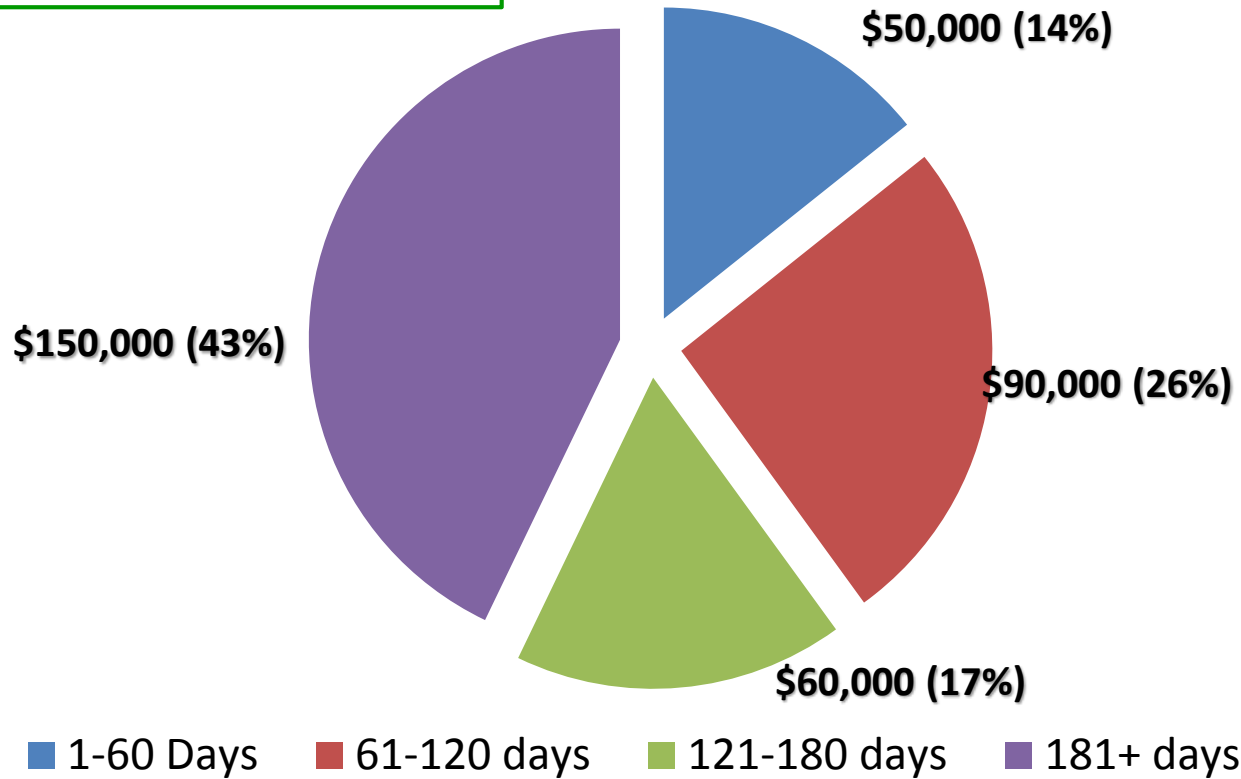
The analysts say...

“Any item that’s been sitting around for one year has now cost you 30% more.”

$$\text{\$1,000} + 30\% = \text{\$1,300}$$



\$350,000 of Inventory



\$400,000





3. Get Your Staff Involved...

- Who do you know?
- Who do they know?
- Who can you know?
- The magic of snail mail
- Go where the people are



Japanese Yen 1 cent



4. Save for that rainy day





5. Host a Clinic or a Concert





6. Manage debt to get out of debt





“If you learn to sell, it’s worth more than a degree. It’s worth more than the heavyweight championship of the world. It’s even more important than having a million dollars in the bank. Learn to sell and you’ll never starve”.

George Foreman

7. Teach selling skills



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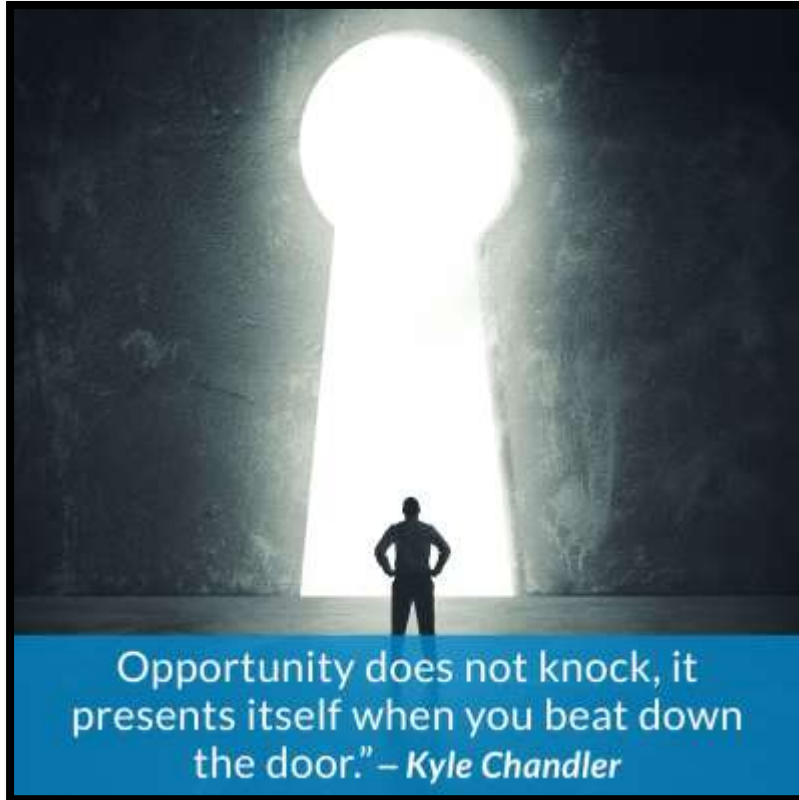
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these are difficult times



**OPPORTUNITY
IS
NOWHERE**



Opportunity does not knock, it presents itself when you beat down the door." – *Kyle Chandler*



Any Questions for Bob & Alan?



Bob & Alan say...

“Rock On...and have a great show!!”