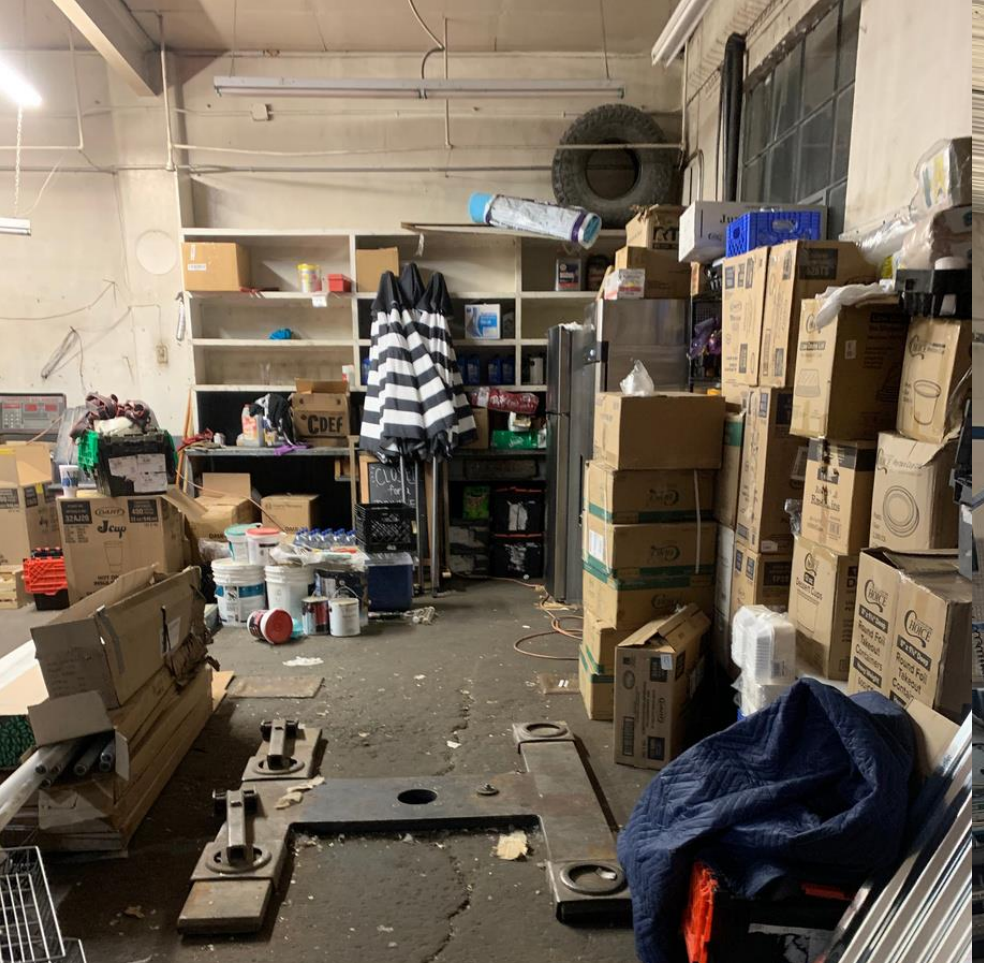
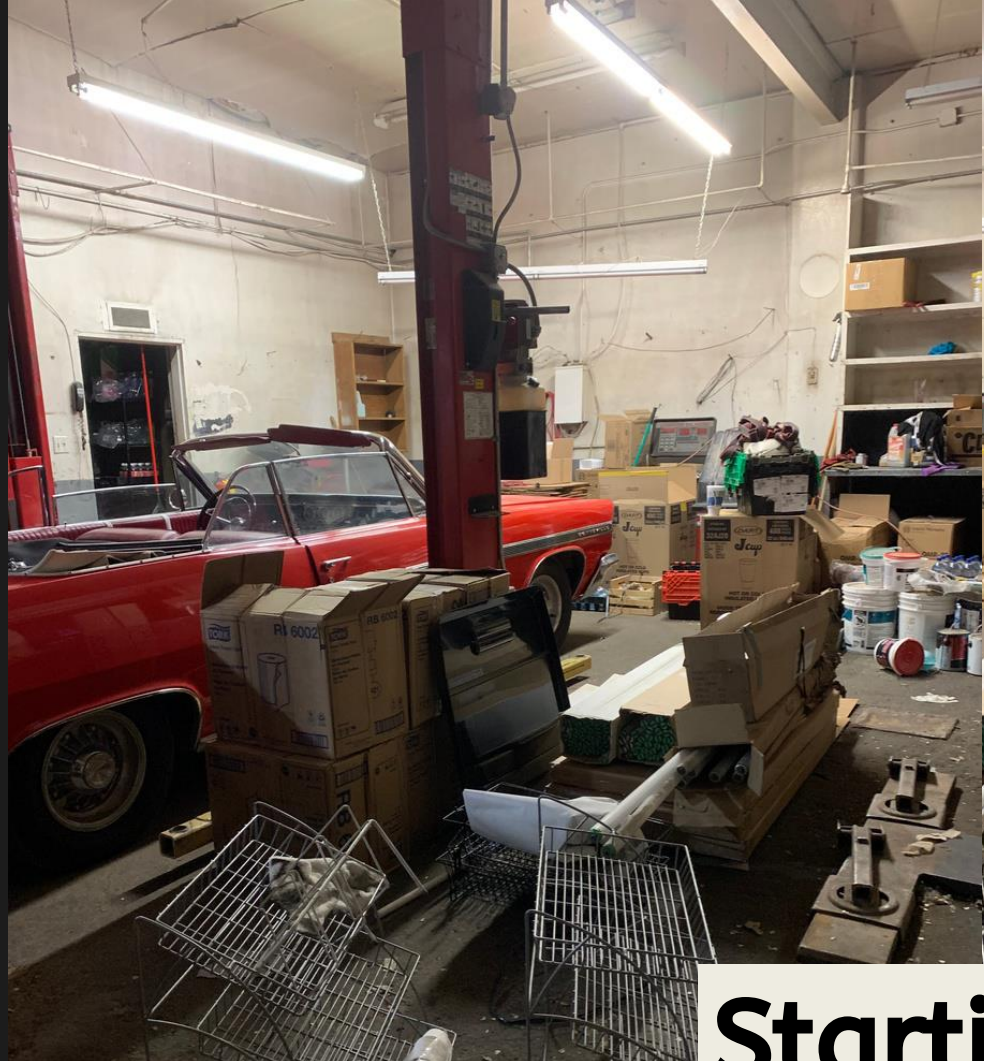


EST . 2022



RUNNING A BUSINESS IN A
SMALL TOWN

WWW.THESHOPCOFFEECO.COM



**Starting a business in a small town
isn't just about profit
It's about people and relationships**





Balancing the need for tourism and the desire for local support is a intricate balance that can determine small business success



Keeping people employed year-round has been one of the hardest - and most meaningful - things we've done





**If you take care of your people and your community,
they'll take care of your business**





**In a small town,
collaboration beats competition every time**



important realizations – my aha moments

1. Don't sweat the small stuff

Every bad review feels personal at first – but not every complaint deserves your energy

2. Being “people smart” is more important than being right

**You can be right and still lose your team, people don't leave businesses,
they leave how they feel working there.**

3. One rotten staff will poison the bunch

High performers can still be harmful. Hire slow, fire faster than you want to