



IS SHE AN  
ENDANGERED

SPECIES?

**You know Her: she's a great customer.** She ADORES plants, devours every issue of Better Homes & Gardens, and spends Her winters pining away for the first signs of spring thaw so she can eagerly attack Her garden plans. She drives the nice-but-not-too-nice car, knows your staff by name, and wouldn't dream of shopping for Her garden anywhere else.

Um, yeah. There aren't 10% of Her out there anymore.

NewsFlash: She's already cheating on you. And if she isn't, she will.

Honestly? She likes you well enough, but she's gotten bored with you, the spark just isn't there anymore. She used to be surprised by something new each time she came in, she was inspired by your lush and lavish displays.

The recession-era you: with paint from two seasons ago, staff reductions, and merchandise constriction, well, you're a little less alluring.

You've become predictable, and not in a good way.

She's already shopping at Nordstrom for Her shoes but Costco for Her paper towels. She's smart enough to see

the grower's truck when it stops at the Big Box store on Tuesdays with fresh product, which, golly – looks fairly much the same to Her eye.

She's using more coupons these days, because austerity is 'in.' She's savvy enough to price shop the essentials online. And even if you're closer... well, your staff are more harried and distracted than ever, your parking lot is tight, she can't get to your store after work...

Can you make Her feel special again? Can you give Her the thing she values most - Her TIME - back? Can you delight Her? Make Her life easier? If not, then you're just 5% better than the other guys – and they're 20% cheaper.

**And she's smart enough to do the math.**

**THE TRUTH HURTS.  
BETTER START  
WOONG.**

OPENHORT

