

RETAIL TRAFFIC

KEY STRATEGIES TO GET MORE CUSTOMERS



TAKEAWAY

IT'S IMPORTANT TO HAVE BOUNDARIES THAT PREVENT SOCIAL MEDIA FROM TAKING UP TOO MUCH SPACE IN OUR LIVES.

HAS YOUR DIGITAL LIFE TAKEN OVER YOUR REAL LIFE?

MANY PEOPLE DON'T EVEN REALIZE THAT THEY ARE ADDICTED TO SOCIAL MEDIA. FOR THEM, IT IS JUST AS IMPORTANT AS FOOD AND WATER.

ACCORDING TO STATISTICS, THE AVERAGE AMERICAN SPENDS ABOUT TWO HOURS ON SOCIAL MEDIA EVERY DAY. 'IS THAT A BAD THING?' YOU MAY ASK. SOCIAL MEDIA IS NOT BAD IN ITSELF, BUT ITS ABUSE CAN DETERIORATE RELATIONSHIPS AND SEPARATE US FROM THINGS THAT ARE ALSO IMPORTANT. LET'S REVIEW SOME OF THE WAYS YOU CAN DISCONNECT FROM SOCIAL MEDIA AND DISCUSS SOME SIMPLE TIPS THAT WILL HELP YOU.

10 WAYS TO MANAGE YOUR DIGITAL LIFE TO BE MORE PRODUCTIVE

PICTURE THIS...YOU ARE WORKING ON A PRESENTATION WHEN YOUR PHONE PINGS WITH A NOTIFICATION FROM FACEBOOK. YOU QUICKLY REPLY TO THE MESSAGE AND THEN DECIDE TO SCROLL THROUGH YOUR FEED. AFTER COMMENTING ON A FEW PICTURES, YOU GET BORED WITH FACEBOOK. THEN, YOU OPEN INSTAGRAM. YOU COMMENT ON YOUR FRIEND'S VACATION PICTURES. YOU GLANCE AT THE TIME AND REALIZE THAT 15 MINUTES HAVE PASSED. YOU SIGH AND PROMISE YOURSELF 'LAST FIVE MINUTES.' AFTER A FEW MORE LIKES AND COMMENTS, YOU CHECK THE TIME AGAIN. ANOTHER 15 MINUTES HAVE GONE BY... SOUND FAMILIAR?

1. ELIMINATE GADGETS FOR ONE HOUR BEFORE BED AND WHEN YOU WAKE UP

YOU SHOULD SPEND THE FIRST HOUR OF YOUR DAY SETTING YOUR OWN PLANS AND AGENDA. YOU SHOULD BE PROACTIVE IN SETTING THE DIRECTION OF YOUR DAY, NOT REACTIVE. THIS WAY, YOU CAN DETERMINE HOW YOU WANT YOUR WHOLE DAY TO GO, NOT SIMPLY REACTING TO HOW OTHER PEOPLE WANT YOU TO SPEND YOUR DAY. DURING THE FIRST HOUR OF YOUR DAY, YOU CAN PRAY, MEDITATE, CONNECT WITH YOURSELF, PLAN YOUR DAY AND REVIEW YOUR GOALS. YOU SHOULD ALSO SPEND THE LAST HOUR OF YOUR DAY PREPARING TO REST—YOUR BODY AND YOUR MIND. IF YOU CHECK YOUR SOCIAL MEDIA PROFILE BEFORE GOING TO BED, YOUR MIND WILL NOT GET THE REST IT DESERVES AS YOU WILL FILL YOUR MIND WITH YOUR FRIENDS' UPDATES ON THEIR NEWS FEEDS, WHICH DO NOT NECESSARILY MAKE YOUR LIFE ANY BETTER IN ANY WAY OR GIVE YOU REST. CREATE A BEDTIME ROUTINE THAT HELPS YOU RELAX AND WIND DOWN FROM THE DAY AND CONSIDER WEARING BLUE-LIGHT-BLOCKING GLASSES IF YOU MUST GET ON YOUR DEVICES.

THERE IS NO SUCH THING AS SOCIAL MEDIA, THERE IS ONLY UNSOCIAL MEDIA



2. TURN OFF ALL YOUR PUSH NOTIFICATIONS

IT DOES NOT ONLY SAVE YOUR BATTERY LIFE, IT ALSO SAVES YOU FROM A LOT OF DISTRACTIONS. TURN OFF ALL YOUR PUSH NOTIFICATIONS FROM EMAIL, CHAT, AND SOCIAL MEDIA APPLICATIONS. IN CASE OF REALLY URGENT MATTERS, PEOPLE WILL GIVE YOU A CALL. SUCCESS IS ABOUT MOMENTUM. HOW CAN YOU GAIN MOMENTUM WHEN NOTIFICATIONS KEEP DISTRACTING YOU? BY TURNING OFF THESE INTERRUPTIONS, YOU WILL BEGIN TO SEE ADVANCES IN YOUR PRODUCTIVITY.

3. DELETE THE APPS YOU USE MOST

IT IS A GOOD IDEA TO DELETE THE SOCIAL MEDIA APPS YOU SPEND THE MOST TIME ON. YOU WILL BE ABLE TO DISCONNECT BETTER WHEN YOU DON'T HAVE THE APP EASILY ACCESSIBLE. IF YOU FEEL THAT YOU ARE NOT SERIOUSLY ADDICTED TO SOCIAL MEDIA, YOU CAN ALSO USE AN APP TO FREEZE YOUR APP FOR SOME TIME. DURING THAT TIME, YOU WILL NOT RECEIVE ANY NOTIFICATIONS. FOR EXAMPLE, COLD TURKEY IS A POPULAR APP THAT WILL BLOCK ACCESS TO APPS AND WEBSITES AFTER THE TIME LIMIT IS REACHED. FREEDOM IS ONE OF THE MOST POPULAR SOCIAL MEDIA BLOCKER APPS AVAILABLE RIGHT NOW. IT CAN BE USED ON SMARTPHONES, TABLETS, AND COMPUTERS ALIKE, AND IS COMPATIBLE WITH WINDOWS, ANDROID, MAC/IOS, AND CHROME DEVICES. THERE ARE A HANDFUL OF BROWSER EXTENSIONS THAT CAN BE USED ALONGSIDE FREEDOM FOR ADDITIONAL LEVERAGE.

4. USE ONLY ONE DEVICE FOR CHECKING SOCIAL MEDIA

FACEBOOK ON YOUR DESKTOP, ON YOUR LAPTOP, ON YOUR SMARTPHONE, AND, NOW, EVEN ON YOUR APPLE WATCH? THAT'S GREAT! FOR FACEBOOK THAT IS. BUT, NOT FOR YOUR FOCUS AND PRODUCTIVITY. THE MORE DEVICES YOU HAVE THAT CAN LOG IN TO YOUR SOCIAL MEDIA PROFILES, THE MORE DISTRACTIONS YOU HAVE TO AVOID AND THE LESS PRODUCTIVE YOU WILL BE. OF COURSE, YOU STILL HAVE TO BE CONNECTED ONLINE. BUT, USE ONLY ONE DEVICE TO DO IT. THIS WILL HELP YOU CONDITION YOUR MIND (AND DISCIPLINE YOURSELF) THAT YOUR GADGETS ARE YOUR TOOLS FOR DOING MORE IMPORTANT THINGS THAN AIMLESSLY SCROLLING DOWN YOUR NEWS FEED. DON'T LET YOUR DEVICES CONTROL YOU, MANAGE YOUR DEVICES TO INCREASE YOUR PRODUCTIVITY.

5. GIVE YOURSELF A TIME LIMIT TO STAY CONNECTED ON SOCIAL MEDIA

YES, YOU STILL HAVE TO LOG IN! BEING CONNECTED THROUGH SOCIAL MEDIA IS REALLY A MUST IN THIS TECHNOLOGY-DRIVEN WORLD. BUT, SET A TIME LIMIT FOR THESE ACTIVITIES. OTHERWISE, YOU WILL ONLY WASTE HOURS EACH DAY. GIVE YOURSELF THIRTY MINUTES (AN HOUR AT MOST) EACH DAY TO RESPOND TO TEXT MESSAGES, CHECK NOTIFICATIONS, ACCEPT FRIEND REQUESTS, AND RESPOND TO COMMENTS. IN CASE YOU CANNOT DISCIPLINE YOURSELF TO STOP LOGGING IN TO SOCIAL MEDIA, YOU CAN USE BROWSER EXTENSIONS LIKE STAYFOCUSED FOR GOOGLE CHROME TO LIMIT THE TIME YOU SPEND ON THEM.

TRY AN APP THAT IS DESIGNED TO MEASURE YOUR DIGITAL FOOTPRINT AND TRACK SOCIAL MEDIA USAGE. APP MAKERS ARE DEEPLY CONCERNED ABOUT USERS' WELL-BEING AND DON'T WANT THEM TO DROP INTO THE BLACK HOLE OF SOCIAL MEDIA. NOW, YOU MIGHT BE WONDERING HOW THESE APPS HELP? THESE APPLICATIONS HELP YOU FOCUS ON YOUR WORK & PERSONAL LIFE BY ELIMINATING THE INTERNET AND VIRTUAL DISTRACTIONS. WHENEVER YOU WANT TO CONCENTRATE ON SOMETHING IMPORTANT OR GAIN PRODUCTIVITY, YOU CAN SCHEDULE FOCUS TIME.

DURING THIS TIME, ALL SOCIAL MEDIA APPS & UNWANTED NOTIFICATIONS WILL AUTOMATICALLY BE BLOCKED. ADDITIONALLY, YOU CAN KEEP A CHECK ON APP TIME USAGE BY SETTING A REMINDER. WHENEVER YOU EXCEED THE SET TIME LIMIT, THE SMARTPHONE TRACKERS ALERT YOU BY SENDING CONSTANT NOTIFICATIONS. HERE ARE JUST A FEW APPS TO CHECK OUT: SOCIAL FEVER, OFFTIME & MOMENT. THEY CAN BE FOUND IN YOUR FAVORITE APP STORE.

6. SET ASIDE ONE HOUR A DAY TO RESPOND TO EMAILS

IN THIS INCREASINGLY ONLINE WORLD, EMAIL STILL REMAINS THE MOST POPULAR WAY OF ONLINE COMMUNICATION IN BUSINESS. THIS IS WHERE THE MOST IMPORTANT ENGAGEMENTS STILL HAPPEN ONLINE. OTHER SOCIAL MEDIA LIKE FRIENDSTER AND MULTIPLY HAVE COME AND GONE, BUT EMAIL STILL REMAINS. THAT'S WHY YOU CAN SPEND ANOTHER HOUR EACH DAY CHECKING AND RESPONDING TO YOUR EMAILS. AGAIN, PUT IT ON YOUR DAILY CALENDAR AND BLOCK OUT TIME TO FOCUS ON JUST THIS ACTIVITY.

7. SUBSCRIBE TO YOUR FAVORITE WEBSITES VIA RSS OR EMAIL

MOST OF US RELY ON SOCIAL MEDIA AS WELL TO GET UPDATES ON OUR FAVORITE BLOGS AND WEBSITES. BUT, SOCIAL MEDIA IS FULL OF DISTRACTIONS. INSTEAD, BE PROACTIVE IN GETTING UPDATES AS WELL. SUBSCRIBE VIA RSS OR EMAIL TO MAKE SURE THAT THE ONLY UPDATES YOU RECEIVE ARE THE UPDATES YOU REALLY WANT TO RECEIVE. DON'T HAVE AN RSS READER? TRY FEEDLY. USING RSS READERS MAY BE A BIT CONFUSING AT FIRST, BUT ONCE YOU GET THE HANG OF IT, IT WILL SAVE YOU FROM A LOT OF DISTRACTIONS.

8. USE THIRD PARTY APPLICATIONS TO POST ON SOCIAL MEDIA

IN CASE YOU REALLY NEED TO POST UPDATES ON SOCIAL MEDIA, USE THIRD-PARTY APPLICATIONS SUCH AS HOOTSUITE AND BUFFER. THAT WAY, YOU CAN AVOID LOGGING IN TO YOUR SOCIAL MEDIA ACCOUNTS AND GETTING DISTRACTED BY YOUR NEWS FEED AND NOTIFICATIONS. BECAUSE ONCE YOU'VE LOGGED IN, IT'S DIFFICULT TO LOG OUT! YOU DON'T FIGHT TEMPTATION, YOU AVOID IT!

9. FIND A HOBBY

WHEN YOU FIND A HOBBY OUTSIDE THE INTERNET, YOU WILL BE ABLE TO DISCONNECT FROM SOCIAL MEDIA. USUALLY, WE USE SOCIAL MEDIA WHENEVER WE ARE BORED. SO, A HOBBY WILL HELP YOU STAY BUSY IN A MORE PRODUCTIVE WAY AND CAN GET YOU CONNECTED TO PEOPLE THAT ENJOY THE SAME HOBBIES THAT YOU DO.

IT IS OKAY TO OWN TECHNOLOGY, WHAT IS NOT OKAY IS TO BE OWNED BY TECHNOLOGY.



INTERNET ADDICTION IS REAL.

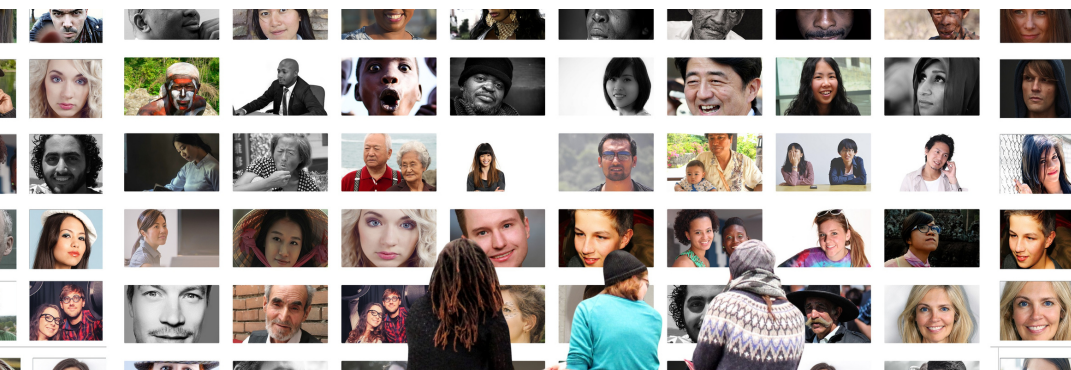
10. LIVE A REAL LIFE

MOST IMPORTANTLY, LIVE A REAL-LIFE, INTERACT WITH REAL PEOPLE, AND BE AWESOME IN THE REAL WORLD! DON'T STRESS YOURSELF MAKING YOUR SOCIAL MEDIA PROFILES PERFECT. LIVE AN AWESOME LIFE AND IT WILL FOLLOW NATURALLY! DO EXCITING STUFF. WRITE A BOOK. TRAVEL. VOLUNTEER. WHATEVER. JUST BE AMAZING!

TAKING A STEP BACK FROM SOCIAL MEDIA CAN POSITIVELY IMPACT OUR PRODUCTIVITY AND MINDSET. THOUGH USEFUL IN THE WORLD OF BUSINESS, IT'S IMPORTANT TO HAVE BOUNDARIES THAT PREVENT SOCIAL MEDIA FROM TAKING UP TOO MUCH SPACE IN OUR LIVES.

WANT TO LEARN MORE ABOUT IMPROVING YOUR RETAIL BUSINESS? GET OUR FREE NEWSLETTER THAT WILL PROVIDE YOU WITH MORE GROWTH STRATEGIES. VISIT WWW.GRIPONTOOLS.COM TO JOIN OUR COMMUNITY FOR FREE.

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ELIAS AMASH, PRESIDENT OF GRIP, IS AN INDUSTRY VETERAN WITH MORE THAN 30 YEARS OF EXPERIENCE IN GLOBAL SOURCING, MANUFACTURING, DISTRIBUTION, RETAIL MERCHANDISING, FULFILLMENT, MARKETING, TECHNOLOGY, AND OPERATIONS. HE IS A TRUSTED PARTNER TO HUNDREDS OF RETAILERS AND HAS "LEVELED UP" THE INDUSTRY WITH GRIP'S UNDYING COMMITMENT TO OFFERING ONLY THE HIGHEST LEVELS OF SERVICE TO ITS CUSTOMERS. AMASH HAS RECENTLY PUBLISHED EIGHT SKILLS THAT PAYOFF FOREVER & THE TOP 10 MOST IMPORTANT LESSONS BOOKS. HE IS ALSO THE AUTHOR OF THE RETAIL ADVANTAGE: HOW TO WIN THE WAR WITH AMAZON, RETAIL SURVIVAL: WHO LIVES, WHO DIES AND WHY, THE FUTURE OF RETAIL, IMPORTING FROM CHINA: THE GOOD, THE BAD, AND THE UGLY, AND 101 BRIGHT IDEAS: WINNING TACTICS TO INCREASE RETAIL SALES. VISIT WWW.ELIASAMASH.COM FOR MORE DETAILS AND GREAT CONTENT.

RETAILER ED

YOUR SUCCESS IS OUR PRIORITY. TO SUPPORT OUR RETAILER COMMUNITY, WE PROVIDE A SERIES OF REPORTS, ARTICLES AND BOOKS THAT HELP YOU GROW YOUR RETAIL BUSINESS AND COMPETE IN THE NEW WORLD OF RETAIL.

WWW.GRIPRETAILED.COM

ABOUT GRIP

GRIP WAS INCORPORATED BY CHARLES AMASH IN 1980 AND HAS GROWN INTO ONE OF THE NATION'S TOP SUPPLIERS OF INNOVATIVE PRODUCTS TO THE RETAIL INDUSTRY.

LOCATED JUST SOUTH OF GRAND RAPIDS, MICHIGAN, GRIP FEATURES A 200,000 SQ FT STATE OF THE ART WAREHOUSE FACILITY INCLUDING A 2,000 SQ FT PRODUCT SHOWROOM.

GRIP CARRIES A PRODUCT LINE OF OVER 1,000 SPECIALTY TOOLS, TARPS, AUTOMOTIVE, CARGO CONTROL, CLEANING, LED LIGHTING, MAGNETICS, OUTDOORS, HOUSEHOLD ITEMS, IMPULSE AND GENERAL MERCHANDISE. GRIP HAS A PROVEN TRACK RECORD OF EXCELLENCE IN SUPPLYING RETAIL CLIENTS WITH INNOVATIVE PRODUCTS, TIMELY FULFILLMENT, AND WORLD-CLASS CUSTOMER SUPPORT. AT GRIP, EVERYTHING IS ABOUT EARNING YOUR BUSINESS...ONE CUSTOMER AT A TIME. IT'S ABOUT BUILDING RELATIONSHIPS AND FOSTERING BUSINESS PARTNERSHIPS THAT WILL LAST LONG INTO THE FUTURE. OUR GOAL IS TO HAVE CUSTOMERS FOR LIFE. THE FUTURE AT GRIP IS EXCITING AND WE'RE HOPING THAT YOU CAN BE A PART OF IT AS ONE OF OUR MANY CUSTOMERS FOR LIFE.

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