

Small-Mart Revolution Checklist



TWELVE ITEMS FOR ENTREPRENEURS

1 **Local Niche**

Make local ownership a key part of marketing your business to consumers and to investors.

2 **Go Green**

Make your business an outstanding local environmental citizen by using local renewable resources and reusing nonrenewable resources (through recycling and reuse), and be sure to brag to your customers about your practices.

3 **BALLE Chapter**

Create a local business alliance so that you're not alone. Use the alliance to promote local purchasing, fight chains, solve problems, secure credit, and learn new skills.

4 **Producers Cooperatives**

Join existing producers cooperatives or other kinds of industry-specific affinity groups that collectively purchase, advertise, and lobby for local members. Or start one.

5 **Bazaars**

Help set up and participate in local business mini-malls, whether they are weekend farmers' markets or dedicated shopping destinations.

6 **Direct Delivery**

Create or join a direct delivery service affiliated exclusively or primarily with local businesses.

7 **Flexible Manufacturing**

Form a network of local businesses that is ready and willing to seize manufacturing opportunities as they arise.

8 **Buyers' Cards**

Team up with other local businesses to create instruments that promote local purchasing, such as local credit cards, debit cards, loyalty cards, and gift cards.

9 **B2B Marketplace**

Set up a business that links local businesses to one another and takes a commission on each local "input" substitution.

10 **B2G Midwife**

Create a business that aggregates small businesses into compelling bids for government contracts and handles the mountain of paperwork in exchange for a fee.

11 **Super-Incubators**

Take existing small-business incubators (or start a new one) and rededicate them exclusively to local business. Restructure them to operate on a self-financing, venture-capital model.

12 **TINA Collaboration**

Break bread with nonlocal businesses to learn and work together (at least wherever it does not weaken the local business community).