Speaker 1 ([00:05](https://www.rev.com/transcript-editor/shared/VfFnkepP83-fnivbIqdGX9R2fuV6BMPT_EuIH5g4k4XrJSKXXNdFPI8ecjiQC9ywXpB3192zMoVBbszimZ35G4NhOh0?loadFrom=DocumentDeeplink&ts=5.52)):

Main Street Business Insights is a production of Main Street America, an organization leading a movement that's committed to strengthening communities through preservation based economic development in historic downtowns and neighborhood commercial districts nationwide. To learn more, visit mainstreet.org.

Matt Wagner ([00:25](https://www.rev.com/transcript-editor/shared/3vbLnVHp9C5cyZfIyTAG8XqNfQoF7F2CizVa81NmfOPm7KSNyNJ2F4Un56Cc_yPCFfbOIGXYWTCQQDSH7BYZfmhNGIE?loadFrom=DocumentDeeplink&ts=25.95)):

Welcome everyone to the next episode of the Main Street Business Insight podcast, where we feature the stories of America's downtown and neighborhood entrepreneurs. I'm your host, Matt Wagner, chief program officer at Main Street America, and this week's episode of the podcast features Jamie and Jerry Baker, owners of Trendy Teachers in downtown Rome, Georgia. After first visiting the store in early 2023, I actually had the opportunity to go back, of course and record the podcast. But in this time, in their new and expanded store. It was so great to see this relatively new startup just grow and expand by leaps and bounds in just a short period of time. Much of that, as you'll hear, is attributed to leveraging the community and experience that they've curated within the store and bringing that to an e-commerce environment, which as we all know is highly transactional and thus very difficult to recreate that sense of place that you're able to achieve in a physical store.

([01:27](https://www.rev.com/transcript-editor/shared/32P16beSLr-sXAci2ileC78huSGlCoRkaZv7FgbnHzOYCBF8lx4Jb2oxpVRzjt8sIwCKE_6o2LUiVqauMcpQ2YFOIjE?loadFrom=DocumentDeeplink&ts=87.06)):

But as recent data from salesforce.com predicts this combination of bricks and clicks can deliver 1.5 times the growth rate over a purely in-store or an online play. As you'll hear, Jamie and Jerry have essentially cracked the code as they say, and provide some really concrete lessons and insights that I know our audience will be able to adapt as part of their own journey. So let's go ahead and get started. Hope you enjoy and we'll see you on the other side.

([02:07](https://www.rev.com/transcript-editor/shared/DaVFz0ro2MtGSQ4L9ttwhUiQdhZrHrL2Iwz3wvaNuWW8y3AxmNW4JRIByng1REaKIFjTG2AJkklZbaugqd_JR2ypLOQ?loadFrom=DocumentDeeplink&ts=127.2)):

I'm wondering for our audience, have you ever found yourself just sort of walking down a street and see this awesome storefront and you're kind of drawn in, even though you may not be the customer they're seeking, but you have to see it. Well, a few months back, I was touring downtown Rome as part of this Georgia Power CREATE program, and ran into Jamie and Jerry's store, introduced myself and immediately thought I need to come back and interview them and hear their story for the podcast. Months later, I'm back, and so glad to be sitting down with the two of them. So Jamie and Jerry, thanks so much for hosting me today inside the store. Let's kick off the podcast by just hearing more about your personal journey and how this came to be the Trendy Teachers.

Jamie Baker ([02:53](https://www.rev.com/transcript-editor/shared/m6Q5UAfIGmNZ5wMGtrA9BRmc4b2PrXt00yY-eGxSxtna5wADul14ObxPcgr9SIaERryvzDh37kEOH83ablh-yju0Vyc?loadFrom=DocumentDeeplink&ts=173.64)):

Okay. Hi. Matt, thank you so much for coming today. So my name is Jamie, and I have, we're two and a half years into our business now. I was a teacher, I taught for seven years. And I took a break from teaching when I had my own children. I wanted to be a stay-at-home mom with them. When they were old enough to be in school themselves, I did not want to go back to teach.

([03:22](https://www.rev.com/transcript-editor/shared/oM-SchBcd8nSgv_0HxgT-KYiRshstL9cYDvSnnEprBHqLl7TOneJsrCE5HptshJJVMQ9Epe9U8Lx0KRaOalBIsm0h3Y?loadFrom=DocumentDeeplink&ts=202.11)):

So I went and I was a class mom for them, and I started subbing in the school system at their school. I really loved being with them at their school, but not having the pressures of actually having to teach myself. And during this time between when I was a teacher and when I stopped teaching, I noticed that all of the local teacher stores started shutting down all around, started here in Rome, and then all of these surrounding cities. So when I was a substitute teacher for my kids' school, I would overhear the teachers talking about how they needed this or that for the classroom, something that they may need for a lesson they were doing the next day or for what they were doing next week, or maybe they needed to decorate their classroom for an upcoming activity they were going to be doing. And because they did not have a local teacher store, they would have to plan an elaborate trip to, I think our closest store is in Atlanta, which is about an hour, hour and a half drive from us.

Matt Wagner ([04:26](https://www.rev.com/transcript-editor/shared/KipT3q9EjmuNPyNpTBuTD2bqguAT-tI9DGxniE6O_3pbT7RPR_syIBSNt3C9LAUk9rmwZGW0OSKcvLGn-FfAHqpH2c8?loadFrom=DocumentDeeplink&ts=266.01)):

Oh, wow.

Jamie Baker ([04:26](https://www.rev.com/transcript-editor/shared/yoKPIBplAuOVbramBA7T2XTFbAfK7bhNVRAatDiFmLIFU-8M7c34xvKNlDjtY3C4jsH0DWnq78YlrGchRpuMP5fE0Hw?loadFrom=DocumentDeeplink&ts=266.91)):

So I kind of just took that little bit of information away and sat on it. And then I decided during Covid, I was sitting at home bored to death because there's nothing to do. I wasn't subbing at my kid's school. We're just sitting around hanging out, and I talked to my husband randomly one day. I was like, you know what we should do? We should open a teacher store. And that's literally how the idea came to be.

Matt Wagner ([04:54](https://www.rev.com/transcript-editor/shared/nlzVJj13zPAuvCgx3mMXnNLWbW9p7lBIEAVmtZFH-dvtZIuwd-ZB4HzetSxkfckNsOFL2_Ax_gDE6g32mfYJPIUIV8w?loadFrom=DocumentDeeplink&ts=294.93)):

And he remained sitting down at the time. And what was your reaction, Jerry at the time?

Jerry Baker ([05:01](https://www.rev.com/transcript-editor/shared/qBp8cppPUq-pjyyHGgnzLFe2j4sCbGXDRqchpiNdFX3fzZakiH9I3LIgAzcYguEQne5Jtmw7Im7EuC9kbNP5rp4uo3Y?loadFrom=DocumentDeeplink&ts=301.11)):

Honestly, at that point in time, I had done what I like to call semi-retire from the corporate world. So I had done that for a very long time and had since stopped doing that and was working for myself doing some other things. And when she came up with that idea, I was 100% on board. I thought it would be cool. I thought it would be fun, and I recognized the need just like she did. So I thought, Hey, if we're going to do anything, we might as well, and we've got the time to kind of strategize and figure out how we want to do this, where we want to do it and start kind of getting our ducks in a row. And we did, and we opened the store in the middle of a pandemic.

Matt Wagner ([05:43](https://www.rev.com/transcript-editor/shared/kIi7vzPqP68aJH9-7hz12_hNiUgKs6vjyqGdryGnmkEGz2tQ2icgmo7GWe6nb5dy1DHeYOT_rI0idnQFCZhmoYiKvEY?loadFrom=DocumentDeeplink&ts=343.83)):

What a way to begin.

Jerry Baker ([05:45](https://www.rev.com/transcript-editor/shared/IQCQEiOIUJrB3s5wPlZlysbhgHXxC40k5ca-YltKiZXItAQi4QOQG8p7R2IWZ4FVF7ozUuirCbQLbEiNK0RX2QH65lw?loadFrom=DocumentDeeplink&ts=345.03)):

Great decision, right. But no, and it panned out perfectly. It was good.

Jamie Baker ([05:50](https://www.rev.com/transcript-editor/shared/hHNW8RUS9-hdEJTPwThvF4uueIHPZppNu4iclmM8FKYZVI53SW-kW1q2O3GWIDbTixvkq85UNnohaKlzfCaz_omzu74?loadFrom=DocumentDeeplink&ts=350.55)):

Thankfully, he's very supportive and I had this crazy idea to open a teacher store in the middle of a pandemic. He was totally on board. Not everybody was on board though. There was definitely some questions and pushback from friends and family, just questioning, are you sure that's a good idea or is there enough business in town for that? But I knew the need. We have a lot of schools here in our city, and because all of the other towns around us, they don't have any teacher stores, I knew that they would have to drive to us. So instead of all these surrounding towns going to Atlanta, we're closer to them than Atlanta. So I knew that they would come to us,

Matt Wagner ([06:29](https://www.rev.com/transcript-editor/shared/1qASWZSzgwIwLNDbR7nQ7_HegZiuJnbJgvbXnFxT-YUB81PrbVCmGwolag6Grgxgx7gzaafsUbMoLGqGr43oXsZeoK8?loadFrom=DocumentDeeplink&ts=389.04)):

Certainly an easier commute I'm sure than going into Atlanta. One of the things that I picked up on, I went to obviously to the website before, do a little background because I'd been to the store but wanted to learn a little bit more. And the one thing that caught my eyes, you use the words teacher boutique. Okay. And in fact, it's on your sign outside in front of the store. And I think a lot of people might naturally think, okay, there's a teacher supply store. I get that. But I think boutique, the very essence of the word sort of projects something. I'm sort of curious, was that intentional? Was that some of the thinking?

Jamie Baker ([07:11](https://www.rev.com/transcript-editor/shared/x2w_rH93dq3aB4rugdSyBuFuWp2BV0na4jtT9ntLLsL3cJ61j-Q21xDcY5p13l9eiVvh0IWlg8gGvwjOjWXuxIyv7MM?loadFrom=DocumentDeeplink&ts=431.13)):

Yeah, exactly. And actually it started with the store name Trendy Teachers. When I decided to open up the teacher store, I wanted to sell the sizzle because there is a stigma when you think teacher store, you think paper and pencils and Crayons and not so fun pretty stuff. And I knew today with Instagram and Pinterest teachers, they love their classrooms, they love making it pretty. And they're pretty competitive too. So they get on Pinterest and see beautifully decorated classrooms. And so I wanted to put the word trendy into the name so that they know well, they must have the newest and prettiest and most up-to-date decor because there is the old Dole Dowdy dated decor still out there that we remember from when we were kids. But today the decor is so beautiful. So I wanted to use the word trendy in the name to just sell the sizzle and go ahead and put in their minds that we are up-to-date on what we have.

([08:10](https://www.rev.com/transcript-editor/shared/u-GPsbVO4OhE_OMFGHzplgxWIT0Ce01BcYgwkrZNY5IVp6xYju2Zf4g03jon-4dvv8mGkr1OIspfH-758qP9ZBO9t7E?loadFrom=DocumentDeeplink&ts=490.41)):

And then I added the boutique to it because we're more than just paper products and classroom decor, we actually sell things for teachers as well. So we sell the teacher shirts, the teacher cardigans and lanyards, all the accessories that teachers like to have. So the pretty cups, the key chains. And then when you walk into the store, it's not set up a typical teacher store. It's set up more like a boutique where the displays are pretty and we have, it's just decorated really nice like it would if you were to go into a boutique on Main Street or a Broad Street. So from the name to the way we have it decorated, we definitely want to set it up like an actual boutique. And we have the open face, brick walls and the industrial lighting. So when you walk into the store, it definitely, you starts with a name, but then when you walk in, you also get the feel too before you even look at the products. So you're already, it gives you the good feeling.

Matt Wagner ([09:05](https://www.rev.com/transcript-editor/shared/cRI7Bv27UAi1lo_oc2FE0AbfbU6RlYI2TCbkG7HcmNrsikb8S77IVWKPdmU8mMnEVEyNUMhGQY_dvAuuXYsx4IJzB8o?loadFrom=DocumentDeeplink&ts=545.91)):

So you sort of carried that atmosphere in addition to the products themselves?

Jamie Baker ([09:11](https://www.rev.com/transcript-editor/shared/bwneJsOyl6v3C3Q08glLHKVM20NtYoS4vNW9aibKdo1Y-H89FvUfLh4v-TRTguhcHHhFfj4Qzc1p_Bm3wf7ecYrJUtQ?loadFrom=DocumentDeeplink&ts=551.97)):

Yeah. Yes.

Jerry Baker ([09:12](https://www.rev.com/transcript-editor/shared/-uUKU6ocmju_mf2lgXwSkQob6bRb5YusGZWv7ZnXHgZYtm6NgizmkqFQyzMEYZPZR15FMQJsOpBXOK3EbXAuHNnE4tE?loadFrom=DocumentDeeplink&ts=552.24)):

And we wanted to make sure we didn't have a institutional look and feel, just the blank walls and basic shelves, just that kind of thing. We wanted to veer away from that as much as possible and make it a lot more comfortable and the whole boutique kind of feel.

Matt Wagner ([09:33](https://www.rev.com/transcript-editor/shared/f-nSKQCyL_tUurYHr5fLljau_jPZflJgJInwGZGjXv6KkXIBz88g8HQtkGZygURjo91zf2auzmHJ4SHR7BPMBbt22p8?loadFrom=DocumentDeeplink&ts=573.36)):

That sort of carries into, so there's always this discussion that's been going on the last few years between sort of bricks versus clicks and clicks being sort of the, okay, I can get this sort of anywhere. No experience. Bricks being sort of the motif of the space, but it seems like you're starting to blend those two. And I'm curious what your sense has been in sort of dipping your toe into the e-commerce space while still growing out your brick space as well.

Jamie Baker ([10:07](https://www.rev.com/transcript-editor/shared/Nhq6wLQ_9Ef1UwqeRD0OJP7siAedLlWEToAEPAH1_XiMqO5qjCKKny2TeKG9H7NwBLoZl1Vvs2GUMQnzk5v8OhOZIWY?loadFrom=DocumentDeeplink&ts=607.23)):

Yeah.

Matt Wagner ([10:07](https://www.rev.com/transcript-editor/shared/m7vaKu1ruT218Xq8jbsu9848PANjVnJAYcsdhk-Y43KMkgtYdFjiQKal3YNcgBJQ3WNWALRePJkoGhDtdGwiv5iLEb8?loadFrom=DocumentDeeplink&ts=607.77)):

What's that journey been like for you?

Jamie Baker ([10:08](https://www.rev.com/transcript-editor/shared/4N3KBHgTNeYb71_aex_cSGU8EujK941t2vDEumz5Kw3JH7J8pjafq84ieAzofrGp-kODzsZ-WF8BnCn4hR0SkrPxsKY?loadFrom=DocumentDeeplink&ts=608.76)):

So e-commerce has been huge for us. I would say that's actually about half of our business, wouldn't you say?

Jerry Baker ([10:15](https://www.rev.com/transcript-editor/shared/1s-SSY5HvBk6FuiKoCr-eRRBD-TJAb5QSAHaGEZjRWxUxrQ54GAgZg76pMkDuYBbMIFk9vrvpz41V7p5jb6AbkvpDHo?loadFrom=DocumentDeeplink&ts=615.93)):

Yeah.

Jamie Baker ([10:16](https://www.rev.com/transcript-editor/shared/VRQrUSV4JQ-3Drplx7YLpBB_7_I9uk2xlUG49IwJ1udtVVrjuWSwHm9GWs7KCdJvhQt63mzTt8cM4mfuBard_YkhVPs?loadFrom=DocumentDeeplink&ts=616.5)):

Yeah. E-commerce is really big for us. So in the beginning, obviously we sold mostly through just brick and mortar walk-ins, word of mouth. Everybody locally was really excited to have a teacher store. And I opened up the website immediately. Day one, as soon as we opened, there was always a website there, but locally, our customers are going to come and shop because our products are hands-on product. It's like clothes shopping. You got to mix and match and does this go with this. So the teachers love coming in and actually seeing it. So because of that, the way I grew my e-commerce was through social media because like I said, you have to be able to see what it is in person. So if you think of clothes, when you're watching TikTok, you see a lot of the girls doing outfits. Well, this goes with this, and they change outfits, they pair it with this hat or this pocketbook.

([11:10](https://www.rev.com/transcript-editor/shared/00lc1msvC4YUxfwYuKudIHimqwWwM00LjX07SHhphQzyFEA_6_hqDlrDl-0KNn3NW4aIRHNsiqo07ypDxemB49U97y8?loadFrom=DocumentDeeplink&ts=670.2)):

So I incorporated that into the teacher decor. So what I like to do is if I'm making a TikTok, I pair bulletin board boarders, something that teachers love. So I'll put together little sets of what goes well together and you can do this and this and look how this looks. And the teachers go crazy over that. So I post it all over Facebook and Instagram and TikTok and I always on TikTok, I'll make sure I include my link and Facebook and Instagram, I always include the link where we can order that. And so that drives half of our business currently.

Matt Wagner ([11:42](https://www.rev.com/transcript-editor/shared/SeAi55gRiknrRFZBeG94rRoDjnI6WmkneMek6iu14h7-JlsrIOrYPHti64epfE0HeWe6pma9k696p4sKs8o0zKW1n-M?loadFrom=DocumentDeeplink&ts=702.84)):

Wow, that's amazing. Such a short period of time. I think what we discovered during the pandemic is that the use of e-commerce by sort of Main Street types of businesses was still pretty limited. And I'm curious, how you sort of, did you train yourself? Did you watch a lot of videos? What was the journey like in just getting online and starting to use social media as a way to brand and sell your product?

Jamie Baker ([12:14](https://www.rev.com/transcript-editor/shared/MlWwOPLdKbN3zXj7DrW2M2mmJXtIS-B_uQl2udEVbINRIihKO9Hvf4ObBjQvonPMQsfMJK8MycFm4G8ME57jyyzTngs?loadFrom=DocumentDeeplink&ts=734.64)):

No, I did not watch any videos or anything. What I did do is follow my competition or follow lookalike businesses, find somebody in the teacher, there's not a lot of teacher boutiques or teacher stores who do what I do. A lot of the teacher stores are more corporate owned. They have a corporate feel to that, and that's not what I want. So what I would do is I would find, like I remember one of the first businesses that I followed was a plant store up in Canada, the most random thing in the world. Obviously we don't sell plants, but I really liked how he did things. I liked how he posted his pictures, like just the types of pictures he posted. If he's getting a shipment in, how did he word like, Hey, look, I just got these cool plants. So I really copied, obviously my content was different from him, and I'm not posting pictures of plants, I'm posting pictures of teacher stuff, but I liked his style, so I would try to copy his style. And so that's what I did. I would just copy other people and,

Matt Wagner ([13:17](https://www.rev.com/transcript-editor/shared/CTszX9SRVs3MpRwluChEn3gk160gu54-E8f4CDt_QhFI99tWt8XgHWWROdlvDP6QbR3RGPgztZ8q9t9kvH80f2I1H44?loadFrom=DocumentDeeplink&ts=797.7)):

In totally different industries. That's great advice really, is there are no competition, but really what you're looking for is the technique. You're not looking exactly at the product mix per se.

Jamie Baker ([13:29](https://www.rev.com/transcript-editor/shared/E2WLjih0ZZr1wh5CwSgCYd9OEr_UEmMLanRykVoI-Ml1poFRjRyJupzIT4T9n8M6fVxQh8BsCuUF2oluZjjhA-QB3HU?loadFrom=DocumentDeeplink&ts=809.28)):

Exactly, yeah. What grabbed my attention, if that grabbed my attention, then that's going to grab somebody else's attention as well.

Matt Wagner ([13:33](https://www.rev.com/transcript-editor/shared/t3GU0H83WGZM2raIlvJ8PXElYI2_To0j8qsH-FlbSh4HZgKZIub02qo12DNhFJacutt1DsCi-fEwrR0EzO2Mm8XvECo?loadFrom=DocumentDeeplink&ts=813.33)):

Yeah, regardless of the kind of product or what have you.

Jerry Baker ([13:37](https://www.rev.com/transcript-editor/shared/Hw6sBMbaH_CEZ-cglzMZNbfrOEaZBVNwhg6AS7gcR0DIm2v5dO1xMAX9KZyw-q6Qu594LlmxHJnRMgiv7ivJ0bynn0E?loadFrom=DocumentDeeplink&ts=817.05)):

Reinvent the wheel. You find the process that works or recognize one and just duplicate it.

Matt Wagner ([13:44](https://www.rev.com/transcript-editor/shared/Q3IOJGVosxxTZfBSpK0tiKLaOyvzL5cx9lJt9rBo3wZ8YjVGVeDKT5MQ23VxiMD7-I6_VCKzFKDathj2py1ECvhKMrY?loadFrom=DocumentDeeplink&ts=824.61)):

Exactly.

Jerry Baker ([13:45](https://www.rev.com/transcript-editor/shared/XmIYuXuDeZsGekDgQZjD1X9OQpfO1lVV9L1NPIrqoAaKFxL7WhhIr-YixY1lquVNpStuhVmDDyUQWOShiOAkLfSt4eM?loadFrom=DocumentDeeplink&ts=825.3)):

Just do it and be consistent.

Matt Wagner ([13:48](https://www.rev.com/transcript-editor/shared/YBHEWtXgc15yivVBcC1QeTOhiO-yMqSAsGa5PoPtXLJBq-1O_oxI3KVQTGYrna2bLQ8JonhH3gp7ZMMdCze4D46ES0s?loadFrom=DocumentDeeplink&ts=828.3)):

So tell us a little bit about, so we've had e-commerce and more businesses are ramping up, but now it seems like social commerce and you sort of alluded to that and sort of some of the software and tools that you're using. Tell us how you've used that to sort of engage and build relationships with your customers.

Jamie Baker ([14:11](https://www.rev.com/transcript-editor/shared/NkytrTE8sTpMaEmQMYkxzZg717o8J18DSyt6kNZSnv0YVzz5OKIqqq7barmPMbZ3pfncOpiUOUPJS0UTf0mmKg8R9ng?loadFrom=DocumentDeeplink&ts=851.01)):

Well, building relationships. Okay, well, first of all, I post that the three platforms I use the most is Facebook, Instagram, and TikTok. And what I found is each one of those platforms, they attract a different age group. TikTok tends to, a lot of the younger teachers tend to be on TikTok and some of the older teachers are on Facebook. So I really post in all three, Facebook and Instagram daily, TikTok, maybe once a week or so. In the beginning, like I said, I didn't really know what I was doing, I was just copying other people. And then after a while, I kind of found what worked for us and what I like to do to build a relationship, and this business is both me and my husband. I tend to be the face of it just because he doesn't do social media. I do. And so what I did to help build a relationship and let people know that they are buying from a small business, a local business, not a big box store, is I like to incorporate my face into a lot of the pictures.

([15:09](https://www.rev.com/transcript-editor/shared/tKQBmLi_OQOQrneT65ikgKSwe4C5ldkr-wxnhblpcC_Qmyx4G8HU1Jt4LwUp_bl93etARwU8IOjb3Memn6IkDZ3Js00?loadFrom=DocumentDeeplink&ts=909.09)):

I know that sounds so silly, but if I'm going to post a picture of a new product or a big shipment we just got in, a lot of times I'll have Jerry take a picture of me holding the product. So they're seeing me, they're seeing my face. So when I'm doing TikToks, I always introduce myself, Hey, this is Jamie, and always thank you for shopping with us. And so people, they actually will find me on TikTok, find me on Instagram, and then they'll drive hours to come shop with us in person.

Matt Wagner ([15:40](https://www.rev.com/transcript-editor/shared/vvalsf0yGmrUYLdhxDUl3W7FQzQJB-_2I6KBD4UromSJGVre70YWzHk1S3PTf66TAK8tBsUUHegD1jjIWlfRXAhXBsQ?loadFrom=DocumentDeeplink&ts=940.38)):

That's wild.

Jamie Baker ([15:41](https://www.rev.com/transcript-editor/shared/862xfAWK8fij_W37AV3TeUs_gdWw2hXIFbDC2Txw3FRpTYm2nQEEAWZLxOds_k4MWsYkvEHAVdHDsG24ag5Mc4R7mMI?loadFrom=DocumentDeeplink&ts=941.25)):

We've had people drive from Florida and make a big day trip just to shop with us. And so when they come, they feel like they somewhat know me already, even though this is the first time we've met, just because they've seen my face for months and years at that point. So that's the way that I've kind of built a relationship from people that's not local. And then of course, there's the interaction between me and them on these social platforms. So that's the way I'm able to connect with people outside of our local community.

Matt Wagner ([16:11](https://www.rev.com/transcript-editor/shared/-QAZk0VCMxrpETvv884nvMtJQ86aA20nOav0YDI34gHKz_2Blb1dD6tEoUSpNIr2BT73gACDCd0OQK_tvNNXVEq7cNY?loadFrom=DocumentDeeplink&ts=971.13)):

Yeah. Yeah. That's fantastic. You've gone through this process using sort of social commerce related tools. What advice would you give to other small businesses that are probably sitting like, I'm trying to run my store, I'm just trying to keep things going, and now I'm supposed to do all these sort of e-commerce and social commerce. What advice do you give? How do you balance?

Jamie Baker ([16:39](https://www.rev.com/transcript-editor/shared/7M9V495MUbrk4WTrhHRuofdD2ZTkVsrb0J-u_OZcLjH5XaM0tQahDShT-Wmhb6ASFD4L8CQjS1bmISzeZjzHEHwp7pE?loadFrom=DocumentDeeplink&ts=999.27)):

Well, I just make it a priority. So when I come into the store every morning, the first thing I do as part of my opening activities, the first thing I do is go ahead and get my social media out of the way. That's the first thing I do every day before my customers come in. So sometimes I have an idea of what I want to do. Sometimes it's just a matter of me walking around the store until I find a product that pokes out and I'm like, oh, I'm going to do a picture of that. So I just make it part of my daily routine before the store opens. I spend about 30 minutes and just do a really quick little picture, and I copy and paste a lot. So whatever I do on Facebook is also going to go on Instagram. But just do it. And in the beginning you may not be that good at it, but eventually you'll get there and just make it a part of your routine.

Matt Wagner ([17:23](https://www.rev.com/transcript-editor/shared/FFrPBoewsXIXPIGvXjbG_mPUGMfm9HUalSnFFOf5MWt6mU8uC8AXFnZUpKoSZ9dVBCGwsD7DnzdPRPQuNUOKTOD-124?loadFrom=DocumentDeeplink&ts=1043.1)):

Okay. So you actually schedule it. Okay.

Jerry Baker ([17:24](https://www.rev.com/transcript-editor/shared/aWjszw0bHugcjHDC3QgDDyW9wwbyBuIXCSu0YJsGsgcJikPvLnixI4hrtq-sjRobIoGtWSEv2dsH2SPG38l-bpqnOio?loadFrom=DocumentDeeplink&ts=1044.45)):

I think it's more of an investment too, because as you do it today, you won't necessarily see any payoff today. But in the long term, if you stay consistent and you continue to build that following, and you get more views, then the next thing you know you'll have more online orders and everything like that. So it's kind of like an savings account. You put a dollar in a day. What big difference does that make but over the course of,

Matt Wagner ([17:48](https://www.rev.com/transcript-editor/shared/XoyvwW4bnngBiCPx_JNzneVla8cKZyNAXqjeySma1f_1VDAf1iRSdgrAZ8qGCtuCdL-rZVO7DO1cT_LAaL1NjSao6DY?loadFrom=DocumentDeeplink&ts=1068.69)):

Yeah, it pays off in the long run.

Jerry Baker ([17:56](https://www.rev.com/transcript-editor/shared/ftoU0HehJM5e18XHg2mGiXhQPTPU4CdcbV8gKHvOZxe5njkFyCIYqKS8olxLsH1we5oaaO5A7aIBCzoJ1q2GHLh5RyM?loadFrom=DocumentDeeplink&ts=1076.91)):

It adds up.

Matt Wagner ([17:57](https://www.rev.com/transcript-editor/shared/JUH5HJSkFHwkmei1sxZ5GufUM0s3O2MqmU69sXuS1AHbHzx471rh8ClTkK3moL7DzgKXu2ZtXD-xluw-WyhEl8UFHCk?loadFrom=DocumentDeeplink&ts=1077.09)):

Okay. Okay. So you're no longer a startup. You're growing and scaling business at this point. I'm sort of wondering how do you think about the business now? Sort of hat's changed or what's different than you thought it might be?

Jamie Baker ([18:10](https://www.rev.com/transcript-editor/shared/q3eVQKINX0OCUPsPgr0zamLJjUdv6-uil83oUO5Fzve4R2SsTAOfOw3VpvF3sQILi4rwwCQujTC4muMvoey7o8xpNkk?loadFrom=DocumentDeeplink&ts=1090.5)):

Okay. So actually we've had a pretty significant change as of this year. Matt, when I met you last year, we were at this little bitty small store. How many square feet was it, Jerry?

Jerry Baker ([18:20](https://www.rev.com/transcript-editor/shared/npgvSsqisiGn3Oapdc2kTWW_BGFFNj2ZX4AN9LvTS_SLWoy2ooJd5_ZuARenFY7Gcmxg8l_ZZiLtCYOfNKmvny6A-rs?loadFrom=DocumentDeeplink&ts=1100.97)):

About 1100.

Jamie Baker ([18:22](https://www.rev.com/transcript-editor/shared/Iu-DClO9_z04LS6_3oxdqzZvCufN2PaeUgVb1fdPWeeyp9_AaSiLDFZIKJwFzm5R2KIDg6MNkD35-BNXbyyqDexoqL0?loadFrom=DocumentDeeplink&ts=1102.68)):

1100 square feet.

Jerry Baker ([18:24](https://www.rev.com/transcript-editor/shared/tE9s_OKk5HjylH17UBSp_ulH8bLwvR29vWmcTHyIdk2-80niWaLojR7-HgRYGFbrJ-9M-Ng-bUtaqZmdwkp9RTZKL_Q?loadFrom=DocumentDeeplink&ts=1104.03)):

Including the bathroom.

Jamie Baker ([18:25](https://www.rev.com/transcript-editor/shared/i-1IaTYhAeXCBvqP6VyozRwefRiJMfAlcykoaA0oja6anC1u_MD8K4OLwIBmbbUmWAm2scMhvNrK9Ow3SF14J7jZxpk?loadFrom=DocumentDeeplink&ts=1105.05)):

Yes. Tiny little area, but we loved it, but we were already outgrowing that little area. And so since then we moved across the street and we are now in a building that is,

Jerry Baker ([18:39](https://www.rev.com/transcript-editor/shared/3AfK0F8iPUryB0WrX2ALo-SSSt1I_zrTRnFdQIqVqAZ-1KzrLRcKVTv6TJCA_5mtXao2GjbtmPTEFcpVBIUdQk2WyDw?loadFrom=DocumentDeeplink&ts=1119.18)):

2,900,

Matt Wagner ([18:41](https://www.rev.com/transcript-editor/shared/xLE5R5bCGCkKcV-rQZBmeouitrgL2psXjwE6jJME5c3TlQk-fidztMygJ8dXd-EEA-BVdTEvI29i8iHKTIETPkzd-1Y?loadFrom=DocumentDeeplink&ts=1121.16)):

Oh, that's a big leap.

Jerry Baker ([18:42](https://www.rev.com/transcript-editor/shared/pqzm3XQ8moEWu3ilCnqcCiDPa3pOWVKOeKBFcBVXFdgaRShfrsJtd1Ff5YE0HV5tBSWqWlKeOKREtN_L0Ssix_f_Tt0?loadFrom=DocumentDeeplink&ts=1122.78)):

Square feet. That's the retail space. And then we have this back office area, and we also have a basement for storage.

Matt Wagner ([18:48](https://www.rev.com/transcript-editor/shared/al4xBWPFATY0agmZ4wZdcbAJc_VJ75Q-1Yez0vtmGvRszLfkYG2plWweKa2LrE1YryBaqbZTg-_AZNZ8T5drh48K1SY?loadFrom=DocumentDeeplink&ts=1128.54)):

Okay.

Jamie Baker ([18:49](https://www.rev.com/transcript-editor/shared/8v1fduje1YwCPN90Ria75sGkK9qgg5WfZ47D7vxMrS_k5g68fiPGwRAIHWqipuyIm_T_hdYh6tzWfDHEU1vYRzRMWH0?loadFrom=DocumentDeeplink&ts=1129.65)):

So our retail floor has more than about triple the size. And another big shift that we did was we incorporated an educational toy store too. So we actually have two businesses now. We have the teacher boutique, Trendy Teachers, and we actually open up a educational toy store called RAD Toys, and RAD stands for the little district we're in. We're in the River Arts District. So that's what RAD stands for. So now we are a teacher store and an educational toy store. So we're not, because we were such, a teacher store is so very niche, we were pretty much only, it was hard because a lot of, we sold other things that anybody, if you have kids, you can come in. We had educational toys in our other little store, but you didn't know that because you thought it was just for teachers.

([19:37](https://www.rev.com/transcript-editor/shared/Bf_ZbXw0pXw73ORwoH5aU52jygkDJcBRWTftdVmpqH4XQzgHDulSKYcy9FhPJiW3EUjNyi8KIDYLb9hCrLRx9FfqY5M?loadFrom=DocumentDeeplink&ts=1177.95)):

We had people call all the time, I'm not a teacher, but can I shop there? So when we decided to open the toy store, we did that strategically because we wanted to let them know, everybody has kids. You either have a kid or you need to buy something for a birthday or you have grandchildren. So and in our town, we also did not have a toy store. Toys"R"Us a couple years ago closed down. So I decided to open up the educational toy store to help supplement our income in between our busy season, which is the summertime. It's our busy season. So we opened up the toy store.

Matt Wagner ([20:15](https://www.rev.com/transcript-editor/shared/xe7ztEUtwdQdFsQFvY5uORd2eUsrf2gpjBikeH4YVxlPHmpZPIvEJn6mrRJ9tWpzJg7AQKea9807YElzWw-L9aF_Fuo?loadFrom=DocumentDeeplink&ts=1215.09)):

I think what's so smart about that is you differentiated the customer by actually creating a store inside of the store concept. That's brilliant. That's so smart.

Jerry Baker ([20:27](https://www.rev.com/transcript-editor/shared/dZtwKqqGwfMEXVyJ6tSvC4KBoTQJsn-Bz6LInVwboBOm-etKH9PuDQjT6FGkIgJyOUNnHQkaJqRhN5x8gQe5sQVf_YM?loadFrom=DocumentDeeplink&ts=1227.84)):

Because well, even when we had the teacher store, we sold some educational toys, and then of course when you went into the holidays, we kind of veered more towards the toys aspects. So we would carry more and then we would kind of, so we were kind of seasonal. So during the summer it was more the decor, and so you would kind of flip-flop back and forth. And so making this change, now we can offer these things basically year round. We've got the space to do it, and it makes the business much more consistent as toys are a year round thing.

Matt Wagner ([20:58](https://www.rev.com/transcript-editor/shared/lVn1CncitkWRbpRBXWVfPSnukP5joV_3ZMJu53q3Od8MIRa_NGR62aHtRAjKMugP-dXukrXl769OtiVKmXwh_-UAnyk?loadFrom=DocumentDeeplink&ts=1258.71)):

Exactly. You don't have those big cycles in the business.

Jerry Baker ([21:01](https://www.rev.com/transcript-editor/shared/bZE1mdZUDF5CeZcMfgYM6-WJfpQtcgiaHBMwctrimDQpcboiih7VRFlGwkiQIROEOQXe5ePnas3Y7LRqM4ycbkwlngo?loadFrom=DocumentDeeplink&ts=1261.2)):

Kids have birthdays, kids have spending money, you've got Christmas. So that's a consistent year round thing. So it just makes our business a little, I mean, obviously it makes it better, but it definitely makes it more consistent.

Matt Wagner ([21:14](https://www.rev.com/transcript-editor/shared/JcdQx7VJOmGUt8w35jk7w6rTPhMf4zirxLL8AV7wo16uNocdkgOsZAdSqGe6k149pLFTPfb_K2ZMQDm7IxFAG_-XCXA?loadFrom=DocumentDeeplink&ts=1274.76)):

Yeah. Yeah. I'm sort of curious. We think about the new space, obviously a lot bigger and then your growing e-commerce business. Does e-commerce inhibit in any way the business space? How do you utilize between retail and logistics and warehousing? Do you use third party? How do you manage that aspect of the business?

Jerry Baker ([21:42](https://www.rev.com/transcript-editor/shared/Nd1T3q-8YB5Noj0F7Fwp1M9NHEqjTlWX7YZ5dX9BW3JTqoGTKl6u1uqdr6AmgGcN_zBz7o6Q59jmtXZvDZD40WSJQyw?loadFrom=DocumentDeeplink&ts=1302.69)):

Our sales floor is also our warehouse. I mean, that's where everything is. Like I said, we have a basement, we've got overflow, we've got surplus, and we pull from that and we use from that. But we don't have a dedicated area or a warehouse house or a storage area, nothing like that. I mean, our sales floor is our warehouse. So when we do online orders, we will walk out there and get what we need and package it up and send it on its way. So it's all in one place. And that's something we spoke about as things change and hopefully grow, maybe there will be a need for that at some point where we would have a dedicated space that we handled the e-commerce out of.

Matt Wagner ([22:30](https://www.rev.com/transcript-editor/shared/G0P8VWCyWLMoXu7-58kMP8INQ6Pr_Y1CQcryQRz4FiHnTdr3R0_DKYYj9LfkKsqyHVFrPC5L5jOvIzfJCUhfAZcmb3k?loadFrom=DocumentDeeplink&ts=1350.63)):

Yeah. Okay. Okay.

Jamie Baker ([22:32](https://www.rev.com/transcript-editor/shared/stRekVjhvo1mGSEuyneh-kdWpfF7twg3HWfY-Z5Flao5oEvpveqVp5l5RLXRz1ztu0a6LqmccO7wCiDejWT7wjPJ-7k?loadFrom=DocumentDeeplink&ts=1352.61)):

I do have something interesting though. Last year I had a Facebook post go viral. And when I mean viral, I mean it took off in one night. And then that one night we got all these online orders, and that one night I did just as much as we typically do in the store in three months. So one night we did three months worth of in-store sales. So because of that, that depleted our inventory that we had all on the floor,

Matt Wagner ([23:02](https://www.rev.com/transcript-editor/shared/PHoC1FFz8wHblwZqAttlVTv1oUhc02GZEZYM-2mc540ncj4bvDI8ChnUM_8dXqJ2t_ZiufCUrTMXZUG6ktERQDsxhVU?loadFrom=DocumentDeeplink&ts=1382.88)):

Hard to predict that. Right.

Jamie Baker ([23:07](https://www.rev.com/transcript-editor/shared/Ze-6untHxxip9fqLg63ErEcygOtZpOQ8ORFhK2IVydkAw4J6tInRxoeKXhXPSryUjQK14fLowhly6zxGZHuMNUOyJ6s?loadFrom=DocumentDeeplink&ts=1387.83)):

Yeah.

Jerry Baker ([23:07](https://www.rev.com/transcript-editor/shared/84l2_oyvfGBPmQ4wXUg9nMsjJuiFvYsYBZNinddhs6LJraRKfeOzVJiecNgVaxFMF64py99SPdb6NQUx8y_7uHsMVJM?loadFrom=DocumentDeeplink&ts=1387.95)):

That was a blessing and a curse because,

Jamie Baker ([23:08](https://www.rev.com/transcript-editor/shared/njIBK1baUM_MurgeNxeZujX1QvZjfklf0aQ3trbwu5RrUH-r0lqdcaaTOICJhEiSteVrGTbYWA88nexSAwF6jNpE6IE?loadFrom=DocumentDeeplink&ts=1388.13)):

Yeah. We couldn't fill those orders immediately, otherwise it would've depleted our whole store. So we had to rent one of those little, what do you call them?

Jerry Baker ([23:17](https://www.rev.com/transcript-editor/shared/61_zI8y8fKVvbR2dR7YJVoJ15dhwdG2XYVRRCCvFbl3lrPpKs91dY0XSBex7RSr6WN0WyWkkkZs8i2-AefPLax8WU1s?loadFrom=DocumentDeeplink&ts=1397.16)):

It was a pod.

Jamie Baker ([23:17](https://www.rev.com/transcript-editor/shared/q8zfgCa2x_o4nff4S8juRiDUFx5uVhg85AOkqT5fJV__8cYCOKNVWnupSJ_-S75mUfKamCy-LbZuD8Y6QCEDRL2_TWo?loadFrom=DocumentDeeplink&ts=1397.94)):

A Pod.

Matt Wagner ([23:17](https://www.rev.com/transcript-editor/shared/s_36a52qAh19_5a0x0BbkpUua6d0L-I6o8oSd-OoqDuPO4C_TAYFvcUhlNKX4jsv2fT_T8BohtdOJrkoXKTutryO7EQ?loadFrom=DocumentDeeplink&ts=1397.94)):

Oh, a pod. Yeah.

Jamie Baker ([23:19](https://www.rev.com/transcript-editor/shared/JEYeZg2Vb5DcOyd34womSDkcVm6vQ_B1a11uz3jddJzbTd7S7HTmc_f1-VXK_bqWLsYa25JXdc2qgOZDnWpyuMvHuvU?loadFrom=DocumentDeeplink&ts=1399.05)):

Yeah. We had to rent a pod. Had to call my suppliers and ship us pallets and pallets and pallets stuff. So it was great. But yeah, there was definitely, we weren't expecting that.

Matt Wagner ([23:28](https://www.rev.com/transcript-editor/shared/jhh5JPr5OqEyy2zI_9d1ytiY5rzGmgNpplwmfkj0JQsfApkzJBORbKyTKpv0gEnzIROOfJspTcCmXaSL6_BjSLUQY4k?loadFrom=DocumentDeeplink&ts=1408.53)):

Okay, people were going to want to know, so what was so awesome about this video or you put,

Jamie Baker ([23:34](https://www.rev.com/transcript-editor/shared/9IJkwByVeBcAnYsYVj7yeAmoTSnVA62xPmeEWtbPMfOsMy-fUdikkR11Fh51kkx3-33XSwoyUGS3ouSoVlFo49zDD8c?loadFrom=DocumentDeeplink&ts=1414.44)):

Social media is the craziest thing, because sometimes you can plan, you're like, oh, this post is going to be great. Here's a great picture and here's great verbiage. And then just cricket. I might get a couple of likes or a couple of shares. And this particular post, there was literally no thought in it whatsoever. I mean, maybe a little thought, but not a lot. So all I did, I was in a group, it was a teacher group and nothing to do with me, just a random teacher group on Facebook. And it was a bunch of brand new teachers. And so I just got on, it was Memorial weekend, I just got on there and I had a picture of my storefront and a couple pictures of the inside of my store and the picture of the product. And I was like, Hey guys, as you're shopping for your class this summer, keep us in mind. We're a teacher boutique in Rome, Georgia, and that's all it was. And I had my link.

([24:23](https://www.rev.com/transcript-editor/shared/ePISObHq3EWlkDCko_8XrkoqDgYHLRhLEaxCuxPTDbBQ6RWPhcUA3GjVbk5zRFVbCkrT16OMxBzgqsUhppbMDvagPVQ?loadFrom=DocumentDeeplink&ts=1463.88)):

And because there's no teacher stores, not just here locally in my town or in my state, but nationwide, they're shutting down. And they went crazy over it. I mean, that post was shared thousands of times. Thousands of times. And I remember on my phone, I could go on my phone, the app, the Shopify app, that's what we use. Am I allowed to say that?

Matt Wagner ([24:45](https://www.rev.com/transcript-editor/shared/ESiPJ1yvrWqGLlM8P__jWm0YQ0M51L4B0z4Y-37xE5kecwdHA4pWpWxvB7pNXikUBT19FoQiw7B956ufJw5GHuR9_eo?loadFrom=DocumentDeeplink&ts=1485.96)):

Oh yeah.

Jamie Baker ([24:47](https://www.rev.com/transcript-editor/shared/Ouq9Y_OtdVBnVXB04rVAykEL9RiV0NH7BASZAHumQtVIYP1U1N_KXrIPAne1ZU8ePeh8cpX1wmHUVC2YYQVkHH-sCrM?loadFrom=DocumentDeeplink&ts=1487.13)):

So we use Shopify and you can see how many people are viewing your website at any given moment, it'll tell you eight people are viewing your website, 20 people are viewing your website, and it showed you where they're located. Well, I just got on there out of curiosity. It was thousands. I'm like, what? This can't be right. Thousands of people are on the website,

Matt Wagner ([25:06](https://www.rev.com/transcript-editor/shared/0ZClkydMD_YuFOCbJT0-NL_UDujlceJaeRMXh0jkfwBdcwnan_qKn8vaboK2sMiWeLg-l_PqJBzDLssKCUVJlTaSmuY?loadFrom=DocumentDeeplink&ts=1506.63)):

There's an error here.

Jamie Baker ([25:08](https://www.rev.com/transcript-editor/shared/NB0Zc4cx9pQOqijg9k7CxMyUDouYqc1ck6qdb7_AjIL9FYYFiaI5vKxMB5R0aV_ypDXTTXL1prmZwptHQPgRnjkCDJ4?loadFrom=DocumentDeeplink&ts=1508.91)):

Yeah. But no. Yeah, in one night, three months worth of,

Jerry Baker ([25:11](https://www.rev.com/transcript-editor/shared/O-yi16Ih_PkOsFV5TcbLtiOELMou9ePTPjfv1qi2HeBcODKsxa0842tB9RyN8FhqCbHS_RqBTixZAfLplclIniXICus?loadFrom=DocumentDeeplink&ts=1511.52)):

It really was hard to compute because,

Jamie Baker ([25:14](https://www.rev.com/transcript-editor/shared/z-JP8wZmpk931xjdzuyvyCm-ocl5JTqljVU9YVEbdbZGP8xL-XqBAsv2QbLMfbaT4dzxUBg3aeowK8gyOCHMQAeaVg4?loadFrom=DocumentDeeplink&ts=1514.46)):

Yeah.

Jerry Baker ([25:14](https://www.rev.com/transcript-editor/shared/BB9J3KCKhSmTqH2X6LK4NzvBQ_abohHTpeuKotPOQUo3TzbMev06QuVCdMlgs0MT07gz_wOHQ6zCnLZ14Ze3SdNRMiQ?loadFrom=DocumentDeeplink&ts=1514.85)):

And it was at night too, I remember that. It was eight, nine o'clock at night, and her phone just keeps going off with orders, bing, bing, bing, bing.

Matt Wagner ([25:23](https://www.rev.com/transcript-editor/shared/l1TReS7efuxGc70HYmbsOGpyFVI5L2BnAYfRo2Y7RcGfSnZfIL7N06dyZ2M9K6vn5aHoEwR3FFTPK-F172lrjNzNVRY?loadFrom=DocumentDeeplink&ts=1523.88)):

It's like that commercial where they're all watching the computer and sales are just coming in.

Jerry Baker ([25:27](https://www.rev.com/transcript-editor/shared/nmYjsTSIuZQmYXkZps1-RwT2ZRoLtV_zEoQcK8cwHK3rXfqt3uTztMO2M5HKVkk2ZeWD8Bw68_dd_woScVpWQjOZHI8?loadFrom=DocumentDeeplink&ts=1527.63)):

And she's like telling me we're at this many dollars orders. And then 30 minutes later it's went up by another $1000. Something crazy. It just kept growing and kept growing. I'm like, oh my goodness. And like I said, it was a blessing and a curse. I'm like, oh, that's amazing. And on the flip, yeah, on the flip side, it's like, how are we going to do this?

Jamie Baker ([25:47](https://www.rev.com/transcript-editor/shared/rQZdR9-7Kd1EmpCJv9sFGDZUD9iXY1XKJNWLdvXJtcmYWrUWKL_C2z3YzT91AFh-OtiB4PinOqc3St8_d9FAkvYqjJc?loadFrom=DocumentDeeplink&ts=1547.37)):

[inaudible 00:25:46] small business, it's literally just me and my husband, my 15-year-old boy who was 14 at the time, he'll help out here and there. And then we have an amazing employee Jessica, she's a teacher and she works part time. So it's just us. We don't have a warehouse.

Matt Wagner ([26:01](https://www.rev.com/transcript-editor/shared/mCZIYP1RJ7_gSkVMCr2RIdUDGqa42RwjXVSrYI4MuPPdbfPp19zy0FWHjMdvc0yznMC5kevVlZMrFY7_81ANco2kWrY?loadFrom=DocumentDeeplink&ts=1561.71)):

Definition of a small business right there.

Jamie Baker ([26:03](https://www.rev.com/transcript-editor/shared/cb68Nm3LMyGeVH41iF00I0tATco43WMYT2-NUaUDpMHuM0r9BdM7fblZN1ZnZLjsSbT83CTA7bwqVKc42kRINcfG84U?loadFrom=DocumentDeeplink&ts=1563.45)):

Yeah, it's just us.

Jerry Baker ([26:04](https://www.rev.com/transcript-editor/shared/YWCk-uXwjohpf-q-ZHLbkucIRrutAkpleMMghug1tkGr2cj-Fng0wlqZOfk2y9I3CP7dgkqz0SrH4RHdYwUr_sJ4gAk?loadFrom=DocumentDeeplink&ts=1564.35)):

It's just a handful of troops around here. So yeah.

Matt Wagner ([26:09](https://www.rev.com/transcript-editor/shared/LnKQbErAoK_LYV3vZ1RfwTir6Jmy1ZQgRh5HwY7_FeLMk7iTtzBGfhAOGD0Rd6SKtm3fqU74NNdP0If293jvfedTqUg?loadFrom=DocumentDeeplink&ts=1569.66)):

One of the things lately that's been occurring, especially in the media, is you see a lot of things happening within the schools with teachers. Some of its political, some of its cultural shifts, societal shifts. Certainly things have been accelerated during the pandemic. And I'm wondering if any of that you're seeing impacting your business or way that you position your business given that teachers are such a big part obviously, of your business.

Jamie Baker ([26:39](https://www.rev.com/transcript-editor/shared/2ArBClprhG2qDLcpQ3hHHfpQPFs2jCpu8iT0ncc2kpp55Bw20xLnchzIEByrJiRyOBvVfxbl2Qjh0I0kW-SCFnCS0UQ?loadFrom=DocumentDeeplink&ts=1599.24)):

Well, that's a very interesting question. And my philosophy is I'm just going to stay in my lane and I'm going to focus on the product. I do not get involved with any of that stuff. I don't lean one way or the other. So if you see us on social media or here in the store, it's all about the product, all about what we have to offer you. And I just feel like that's the best way to handle it.

Matt Wagner ([27:06](https://www.rev.com/transcript-editor/shared/X5ROs-Vst_q25YH8dITulbAS7D_1tmofQJQZIgRtmEwEr85f96tB_bx7Km10WGO74mGP0w1Eb80ULBDi3dB8Ri7v7w8?loadFrom=DocumentDeeplink&ts=1626.33)):

Just take it straightforward.

Jerry Baker ([27:08](https://www.rev.com/transcript-editor/shared/M0ILN3iF2Do5B6aoZBJ5tVnLyFKuoIq3BiA91YzuUKfMXtUuwDtYAAw_koEmDMGayF3qx37JIx4MjAR8lFXUv4kz_v0?loadFrom=DocumentDeeplink&ts=1628.01)):

Yeah. I mean, we recognized what teachers go through. I mean, she was a teacher.

Matt Wagner ([27:11](https://www.rev.com/transcript-editor/shared/OuXIbBABc86Sa0KrjCKqyiPWXVmHrpAU2i1Zyh47uB-kFoJLdjDDF6f4Q24u18LNhEE6OFLAw8p24n8y_BQh25Cf2q4?loadFrom=DocumentDeeplink&ts=1631.4)):

Yeah.

Jerry Baker ([27:12](https://www.rev.com/transcript-editor/shared/b7MVZ_SQmVEEVHmytQz5U5e1TZ8_TN4gP4SFT663zYOsXCubFJNZDrdLU3lhP24DayeROOTSBvHGyxiofX-okEDVNII?loadFrom=DocumentDeeplink&ts=1632.42)):

So we know what they go through. And of course they share that when they're here in the story.

Jamie Baker ([27:15](https://www.rev.com/transcript-editor/shared/dKhyxSp5QtfBjuiSEkTzscU6D0-gXkgS2Eq6vTam_02gkO-jKViAbB8og7sO4AEJNSsEiSL68kVcFc0s7MxFkElffFU?loadFrom=DocumentDeeplink&ts=1635.21)):

[Inaudible 00:27:17].

Jerry Baker ([27:18](https://www.rev.com/transcript-editor/shared/XTxQfaBkQILz7JXwuwjSIzMMuVbYQp8UvIzVOw5KdYjj5EhEfARZ1Rq8VBF8deFxQn3wJFrQLne62IhPn2sn6p8DxK0?loadFrom=DocumentDeeplink&ts=1638.33)):

We have conversations with everybody that walks in and we hear these things and we know what's going on there, but at the end of the day, we're here to do what we do and they can handle that. And that's it. Just kind of avoid all of that noise.

Matt Wagner ([27:37](https://www.rev.com/transcript-editor/shared/D9V5Z6C5KEv_52qL8uuGkTpoyUZkIM4y3ZS8p5bv8fVeqkHS1TnN2QcKH2tozY_cRJMZRuNs3Vs_JYYG4wvCo-uYbpo?loadFrom=DocumentDeeplink&ts=1657.29)):

Exactly. Don't get involved in the noise and the clutter, especially on social media.

Jamie Baker ([27:41](https://www.rev.com/transcript-editor/shared/R7Fhf68toopk9-l24b4PJT9Wye6z-cO2TLNdu3fAFhWqMBM-y2lfLCBnLOwGKpJCeAAAPGKWHTyJpOhf7vDRpHqsj04?loadFrom=DocumentDeeplink&ts=1661.34)):

Exactly.

Jerry Baker ([27:41](https://www.rev.com/transcript-editor/shared/EU7QwNH9mhoH0WjRu-030X9WV7UWn9mzAx0XHS5lZTXH0OtZLeexbwv8aTgBZHHYLYlgcvCLi0GDbf0qKQNEPBuYd8Q?loadFrom=DocumentDeeplink&ts=1661.88)):

Yeah. Yeah. That's not our forte.

Jamie Baker ([27:44](https://www.rev.com/transcript-editor/shared/NuE2Hu-WZ2bv4htF8CDi6nFbcF3SFMinuvpPkYGcfcs9OQbLqsfPd3BbhdbHVbKIAj9CIv7GqCr6yeUghC4CSgQR0sE?loadFrom=DocumentDeeplink&ts=1664.37)):

And with cancel culture nowadays you don't want to be one of the cancel businesses. So I find the best way to prevent that is just don't lean one way or the other. Just,

Matt Wagner ([27:53](https://www.rev.com/transcript-editor/shared/KJNMo0Rk5-KoJsC_uaSOPgg1Pr2UlVtS93AK8KOEa0pOZNSjnf2SGgFef7WXWKC98gW1RotU2H7_W3xwLiuAPlDaf8s?loadFrom=DocumentDeeplink&ts=1673.7)):

It's great advice because so many businesses have gotten caught up in cancel culture and to detriment, obviously of their business.

Jerry Baker ([28:01](https://www.rev.com/transcript-editor/shared/d-n-myEi2syroGMP9PlPzZfgQbak5e3E7aPwsvb0wZhIb9zJNBT3R4cVz56SH8kL_Vokhq8jk0lmUmiILiEolZMGRuQ?loadFrom=DocumentDeeplink&ts=1681.65)):

Well, it's easy to be passionate about something.

Matt Wagner ([28:02](https://www.rev.com/transcript-editor/shared/L4bkG9GOl7pYzxuS7lZp1lR3xo7XnUQpoJdnDg81i1o_FlQnU_-DlcXR3Ve4JzPS91pjo2GNnDcwc2f_3kLCNDOUxwA?loadFrom=DocumentDeeplink&ts=1682.61)):

Yeah.

Jerry Baker ([28:03](https://www.rev.com/transcript-editor/shared/BBlKlvTXQb91obcKVridEgoKTQMn9Y-L4k1ynWfiEXo_Zz21KI0LfnBkf1J0iJ4RcFDqSdCJ06ZkoinMYkTs2iELSFI?loadFrom=DocumentDeeplink&ts=1683.12)):

And I recognize that. That's great. But like they say, business is business.

Matt Wagner ([28:06](https://www.rev.com/transcript-editor/shared/OSC25vcXqc3FebYMq060JggmhWQ4z56M3srgM8KYLlcw235bKY7O06ZZ6QJGPNBzt7rwWQ_XqwZQog8ZKOMIV396uMs?loadFrom=DocumentDeeplink&ts=1686.09)):

Yep.

Jerry Baker ([28:12](https://www.rev.com/transcript-editor/shared/ZDBYgS6fs6Paq8_is_wMUgds-SRwPpOTefCobpvcv1M1N3sIaMLIj5sjDww6K54nal5sWzAzqHLAsWdFQJVsxRPC1CQ?loadFrom=DocumentDeeplink&ts=1692.09)):

And you got to keep that, but separate from the personal ideas and thoughts.

Matt Wagner ([28:15](https://www.rev.com/transcript-editor/shared/y-V6mZRklZzMVYwG3DuGS_d0-FtcH5InCYTVIWM3M8HvXJOqgAjRQFj7oRkCrUFq9lofqy2jpmAR5BZU310VY7CsMio?loadFrom=DocumentDeeplink&ts=1695.96)):

So the other thing that's happening in the media is obviously there's been a lot of discussion around the economy and coming out of the pandemic and what has been really probably one of the longest from a retail sales perspective, growth horizons in a long time. But certainly dialogue around, are we in a recession? Are we going to be in a recession? And I'm wondering with you all how you think about the economy, how does that play? How do you try to forecast what's going to be happening? How does that impact your business?

Jamie Baker ([28:52](https://www.rev.com/transcript-editor/shared/qj_Y0lI8SPidRx6plpm4NTuHQkq8rDReDBzKA9N93JUSWySxVhUYCDJtuDaxVkAuIbwvKwzce_f5nOQMUImSgizw3mc?loadFrom=DocumentDeeplink&ts=1732.32)):

Well, for me, we started in the middle of the pandemic. So I mean, I feel like we started at the bottom of the basket. There's nowhere really to go but up. And I was happy when we first opened. I thought sales were great. And so since then we've only done better. Now as far as the future goes, I feel like we will be okay because we are such a niche store, teachers have to shop from us. And same thing with the toys. We are the only place locally that sells educational good, high quality toys. And so I know there may not be as much disposable income in the future potentially to maybe decorate your classroom exactly how you want to decorate or maybe get your kid every single toy that they want for Christmas. But they have to get some of that stuff somewhere. And I would like to believe that we would be that place for them.

Jerry Baker ([29:44](https://www.rev.com/transcript-editor/shared/mDFOjjJYDHI7ua2ICHRV5WyMmnKxmuqWcQ4hL3XYNZV-9wL0aCxgrveGlmMq-pmXJCvymZ8-rtXdqMEvKBD2JiFYXw8?loadFrom=DocumentDeeplink&ts=1784.25)):

Yeah, I think it's all about positioning. We initially opened the store, we positioned ourselves in that teacher boutique. We got that traffic. And so we position ourselves in the educational toy store, so we get that traffic. So I think we'll get that walk-in traffic either way. And just as long as we stay positioned in that, I think we'll be good.

Jamie Baker ([30:11](https://www.rev.com/transcript-editor/shared/Wf0aHi8YZybDhdSGPnXfgfNSBNjFzTy6_WPa7bRXQT1HJJbUjU5rdE_NUZEF9gT7NgC0B600eR4elN_uJN5ID7vmqhw?loadFrom=DocumentDeeplink&ts=1811.01)):

And we're bobbers and weavers. If something happens in the future and we need to do something different, we'll figure it out.

Matt Wagner ([30:16](https://www.rev.com/transcript-editor/shared/cCQVhQ7cPbZpM940GdRr8Fm3yuv4fJfNQGkWm2pLXGKlvlVhY_JZ2zxPOPu6MVdCXNHZoXu0cClohhhLkkeS7e9qIo0?loadFrom=DocumentDeeplink&ts=1816.2)):

Agility, such a great word. And so apropos here with the business,

Jerry Baker ([30:20](https://www.rev.com/transcript-editor/shared/QwvwzmYllXJFACn3dg5yz8yjYvGh2BScjX5DC0rhQbI37km0ItnLTw7xMYvDKOD7IZMm606z8B-lXXEv43bvm2Fe9kQ?loadFrom=DocumentDeeplink&ts=1820.55)):

You have to be able to pivot.

Matt Wagner ([30:22](https://www.rev.com/transcript-editor/shared/8DQgrl6hT6QO2gCvM-ME7Nm6eh6gBwhcskbP4zVF_Q7CkuKuEvqf-Gv1kngoFfgkadyc6bRCOMfQlPDX9i2u8kWJpME?loadFrom=DocumentDeeplink&ts=1822.86)):

Yeah.

Jerry Baker ([30:23](https://www.rev.com/transcript-editor/shared/b2XVjba14SZNdbVIXDOmHsJzH7pUYoEMlRHTW1KuMRwDiG6X6i7FNvorhlrKh3muAqadZPQ90ruIVriKpRx73UgOhFM?loadFrom=DocumentDeeplink&ts=1823.46)):

Friends reference.

Matt Wagner ([30:24](https://www.rev.com/transcript-editor/shared/VjKyeM9HWJFVR-ggZITGcbdLfuWMGB-8MSjgIHMTCc1TxIpDNXNQw14CFnvRGoWscdJUwj3x9MV52vfEqm9eOuw0Ac4?loadFrom=DocumentDeeplink&ts=1824.63)):

That's one of our biggest words we've all learned during 2021, 22, pivot, shift, agility. Yeah, exactly. I'm sort of curious, as relatively new business owners, what do you find most challenging about being in business? And then sort of the flip side, what's the most rewarding thing about being in business?

Jamie Baker ([30:48](https://www.rev.com/transcript-editor/shared/vQ413ZpuBcJjf9ddI3Cd_txRe_xv0YBG0jeJt7rsco5HAFdMV8kh_EBoH0yXP0X_IZMHyzY-ELnQdK85Ip6Hb-5TuZk?loadFrom=DocumentDeeplink&ts=1848.33)):

I think for the two of us, both of our challenges and rewarding will be different. But for me personally, the most challenging thing, well, there's two. Personally, it's me. I'm my own worst enemy. I struggle with worrying that we're not good enough. Yes, we're a local business and yes, we're the only teacher store, but what if they're expecting something better? What if I don't have enough themes that they may want? What if I don't have enough toys from one year old boys? So I always worry that I'm not good enough, even though my customers come in and they love it and they come back and there's no reason for me to feel that way. But I always worry that I'm going to let my customers down. I'm not going to have exactly enough stuff for them and more. So that's me.

([31:38](https://www.rev.com/transcript-editor/shared/Y3AjT8LSF8IKrqLlOGwC16FhrUniFyjwx9HMjEfkruUVCqBI3r2QolBrjcvvltbC_NAk3-awlwt2yVvcmnKCrAY8v14?loadFrom=DocumentDeeplink&ts=1898.88)):

But as far as what I find the most rewarding, I don't feel like I'm ever at work. When I'm here, I genuinely love being here. It's not, and I love teaching. I like teaching. But you still felt like you were working. I got to wake up tomorrow. I got to go to teach. But when I'm here, to me, it's just fun. I genuinely love it. I never feel like I'm at work.

Matt Wagner ([31:59](https://www.rev.com/transcript-editor/shared/T3qLgcjjKEPtAUr2YWqBf2w0Ztfv73pQlwxmH-wTuiiLCEKWFfJPeY3ivtQxxNsxTwOBXfWM7AKAl2QtLNVg1zkmTVM?loadFrom=DocumentDeeplink&ts=1919.25)):

Yeah. Jerry, what about you?

Jerry Baker ([32:01](https://www.rev.com/transcript-editor/shared/QzUYrlxTxu6pMFLlEayrjboRU0Oc_RMeKtma9-hJZJEMMixT8x_pMOjd-ZctfBdd8F8xB-F2cqKTMzZGzijebuI2tF8?loadFrom=DocumentDeeplink&ts=1921.32)):

Yeah, I mean, my challenge is more logistical. So just making sure things get done, making sure we get from A to B, like we should. Making sure those online orders are taken care of in a timely manner. Making sure the storage clean, making sure we got inventory.

Matt Wagner ([32:18](https://www.rev.com/transcript-editor/shared/yn3g0BtjURhYuj_kHED0H2o2eIdM_NQS4izpkGRdNZM4dM6lDqq1rAjIgMIJWuph2_2fgRFAHuorIPUPuTISS_7esyw?loadFrom=DocumentDeeplink&ts=1938.18)):

All the operations.

Jerry Baker ([32:18](https://www.rev.com/transcript-editor/shared/6RjTOIBZmU24cVYmOo6kFIgDMTLlFNgWSQfunO1-WFlTueEwxeIwzFLK711OYY27mFLLOPhkK9dazhMCzK6SpEhBaAs?loadFrom=DocumentDeeplink&ts=1938.18)):

Yeah.

Matt Wagner ([32:18](https://www.rev.com/transcript-editor/shared/x1P_4ggXv7lCaQNSoBOucIR3YmZHs6twxUNOIGkT9LOxq8OUZR1UY8ORMZO3f5nP_3H34luaoTBPBkUadZOhfhQB3Ks?loadFrom=DocumentDeeplink&ts=1938.18)):

Yeah.

Jerry Baker ([32:18](https://www.rev.com/transcript-editor/shared/ou4vGiyPXzD1ExLaLbPznrNqq4zIvvKnmxtQmaQAzJJkz-WqZJoeVofCM9uYmWos9xzVnDiGyoUmwU-imKQwZKHz9FI?loadFrom=DocumentDeeplink&ts=1938.6)):

Just operation stuff, that kind of thing. And as far as rewarding I feel like I have so much more time to spend with my family and do,

Matt Wagner ([32:32](https://www.rev.com/transcript-editor/shared/0PYb4nx0btxwMr_Gx0Fn_Wxj9muqBkkXceL_RMFkqiqdny80xC5m8dtvStZgP0pKzslk-JWd2FpOjhn1y1JZHaxf0_4?loadFrom=DocumentDeeplink&ts=1952.76)):

It's important.

Jerry Baker ([32:33](https://www.rev.com/transcript-editor/shared/o3m8nRTWXFYpodnpgeT2TQyj1B1fY-Bf_CDx1FcIxCzl0Go3xTIUGcfne61SVIEgdH4uPNvFNRYkvHrE0bvo41ftapw?loadFrom=DocumentDeeplink&ts=1953.39)):

Do the things because it is our business. So if we want to go to a school program or something like that, we just go, that's what we do.

Matt Wagner ([32:40](https://www.rev.com/transcript-editor/shared/Kymbyj-rwG8sJh209PrGfMafJaw5eveU9UHbsUrx5Vmeg_c1zxnhHZUmoidoCZN9XwtC8HAJ48YX1ibuw9xOgrVFrWE?loadFrom=DocumentDeeplink&ts=1960.38)):

Yeah.

Jerry Baker ([32:41](https://www.rev.com/transcript-editor/shared/Qi6fxxAjFiRG_O8tk2OulVov4QEpE1ycBAk0zfkviN_pqzygAL6eb1yofDanYA7hwINcJSxNTGycby6NkOa1RdGjlJU?loadFrom=DocumentDeeplink&ts=1961.85)):

So we get to make the rules and it's a lot more liberating than the corporate world that I came from. There, everything is scripted and you do it exactly as they have you do it, and there is no wiggle room there for the most part. So it's definitely a breath of fresh air for me as far as that's concerned.

Matt Wagner ([33:02](https://www.rev.com/transcript-editor/shared/2RpQWtBZWrMYe37k54GKvPPDE-eR2cS5fDa09noeUOFOG5UhvfWkd4odLXeO_Zc_zZiZvMCnInApDVB4FP-qCqekRIw?loadFrom=DocumentDeeplink&ts=1982.67)):

Yeah. One of the things that we talked about before we sort of came onto to the podcast today was sort of this interconnectedness between community and the mean of community to a small business. And that's really what sets small business aside from sort of big box and chains and that sort of thing. I'm sort of curious about how you think about community and its importance to your business.

Jamie Baker ([33:30](https://www.rev.com/transcript-editor/shared/VKC2jwdz-1rovTqBwaF7hCTLYg4MXFTnyU8vkbAl3P7a3AtS-n6-SSut028zj-17XfpyJeDHnBvBQeiHWIdLcwxDZMQ?loadFrom=DocumentDeeplink&ts=2010.18)):

Yeah. So that is one of my favorite things about having a store too. So there's three different ways that I connect with my community. The first is with our local downtown development, the DDA and our chamber. We're very involved with both of those. We go to their meetings, we try to contribute to the different events. So that is a big part of the community with other business owners. As far as the actual, our customers in that community, one thing that we like to do is not just take by taking their money and selling them products, but we like to give back through not only donations. I think that's a given. I think every small business does that, but we like to host free events all the time. We try to do that on a monthly basis. So a couple of days ago with 4th of July, we hosted a little make and takes is what I like to call it.

([34:22](https://www.rev.com/transcript-editor/shared/P1n_N5BWey_YkHskny-8YMSgIKc3hJYPwtTsL61Gccj45FeLsZGgI4XEx5UEcmzZDAC8Ag1EwlPonpfogYMioBYtQHM?loadFrom=DocumentDeeplink&ts=2062.14)):

The kids come in and they make a little something. So for Easter, we did make a craft with the Easter Bunny. The Easter Bunny was here, and they get to make a craft, and that's free. For 4th of July, the kids got to come in and make a sensory sparkler bottle for the 4th of July. So we try to do that for just about every holiday. The kids come in to make something for Mother's Day. As a parent, I know I always wanted something to do with my kids. And so we try to offer those different events for our local parents that's free to them. So that's how I'm able to connect and give back to my local community. And then also, another big part of the community is our small businesses here locally. So we as a small business, try to team up with our local businesses here too and do things with them, support them, because it's not, we work together. And I think when you work together, it just makes everybody better.

([35:14](https://www.rev.com/transcript-editor/shared/1i3r07lXMgjuUhz8eIL-CN-HVYbftL9E04Bg4n7oqrLWrsbWyd-_K92evmaKjFes4MWObZrI_C-1KjC4-eIRAOj95gA?loadFrom=DocumentDeeplink&ts=2114.91)):

So one thing that we did with the crafts, with the Easter Bunny, I knew that we'd be getting a ton of people in, all these moms wanting to bring their kids and see the Easter Bunny and do a little craft. I knew we'd have hundreds of people coming in through our door, and I thought, we need to do what we can to help our little river district and downtown area and help send these customers to go visit them too. So we reached out to them and we did this little local event where there was hidden golden eggs at each of the little businesses. And so when the parents left our store, they had to go to the other stores and find the little eggs, and then there was prizes that we gave out. So that's how we worked as a community, with the other local businesses too.

Matt Wagner ([35:59](https://www.rev.com/transcript-editor/shared/Ef3BOF4aCjriIR37v7Hw1vQj5LDOLeQMUbzjMlntJdODNz-FDGBoECgwYaTBL2R_6DfgCdsGunaNv10UAJX22M8arz4?loadFrom=DocumentDeeplink&ts=2159.76)):

It's great. Wonderful. So I always like to end, one of the premise behind the podcast, of course, is for businesses to be able to learn from one another. And you chatted early on about going online, finding a plant store of all places in Canada where you learned some things. Well, now it's your chance to share things that you've learned and what advice you might give to small business.

Jamie Baker ([36:19](https://www.rev.com/transcript-editor/shared/j4WDcHbPUG2gCkDGRyO85bkLQuC9Ig-q4LpQTgX2gmQUy3zQ6Sv918pAF90MiesIFcZywJ_M3OrhWE_1XAwAiw8LvYg?loadFrom=DocumentDeeplink&ts=2179.8)):

Well, I mean, I don't, follow me. I don't really know. Follow me on social media. My trendy teachers. I'm on TikTok and Instagram.

Matt Wagner ([36:33](https://www.rev.com/transcript-editor/shared/3q1v61_NvlTVTFdeU56E0HOgQeME2ClUKSTEMniVMU7sGwxwlLykx9bdHJJLpfkOeSee3SAZcMaQxrGcPsxnUn0XESU?loadFrom=DocumentDeeplink&ts=2193.18)):

It's a great plug, by the way, Jamie.

Jamie Baker ([36:38](https://www.rev.com/transcript-editor/shared/xIQQz2D5ynTOvQDCmr3K_X7etAWL3kbU_7QCJQP19C8MJvKiYwx5s43HLnDWwqUyv6Ka-WD4RQENCkv66zVJKdBZsCw?loadFrom=DocumentDeeplink&ts=2198.22)):

Sorry. But yeah, follow us. And I mean, obviously you can't, my stuff's different from what you sell, but I mean, and if [inaudible 00:36:45] is somebody else buying another business. When you're on TikTok, what stops you? What stops you from scrolling through? And pay attention to that. What stops you and then what did they do that made you stop? So that's what I like to think about all the time. When I'm going through TikTok and I stop on this business, what made me stop versus pass through, and then I think about what they're doing and I just do that. So that's my best advice, is don't try to recreate the wheel. Like Jerry said earlier, just find another business, you like their style and just do what they're doing.

Jerry Baker ([37:19](https://www.rev.com/transcript-editor/shared/F4vs2wIB4vvq5WgwK4k4-ZIhTON7zUU3QO-vuHPIUlQNJWELy0boTeStEYHD0SOvfNUqBONM3e_apQbWBRPgOpPsRDA?loadFrom=DocumentDeeplink&ts=2239.92)):

For me personally, I would say the biggest thing I've learned that I would pass on to any other business owner, just throughout this whole process of opening the business and then eventually expanding. And we've covered a lot of ground in a fairly short period of time, I think. And based on that, I would just say there is no right time. People sit around and I'm just waiting for the right time. I'm just waiting for this, and I'm just waiting for that. And once this line, it's not,

Matt Wagner ([37:51](https://www.rev.com/transcript-editor/shared/ysD1KL67orxxhUO-F-h-cl3XsaYxMdAUr0pdy7avAjkI3CLLPXXgw6WQS_WyQbC59Cb0yQhVQM3G8m3OmkBLtK7yxsI?loadFrom=DocumentDeeplink&ts=2271.15)):

It's like no time like the present.

Jerry Baker ([37:52](https://www.rev.com/transcript-editor/shared/k0sIxDoyac6RAkaHKcDqncC8n0UmzgSQBQeecqoisH_YW1gVG5tZBcYWtQ_xW2_NfV1DIZAcfHItBWcT_uDaDpoy7T0?loadFrom=DocumentDeeplink&ts=2272.74)):

It's not. There is no right time. If you've got a good idea and you've got the motivation, and you've got the means, like now's the time. You're sitting on it. It's just waiting on you. So you just got to go and you can't be scared. Can't let fear hold you back from a huge success. I mean, you never know what you're sitting on. It could be a million-dollar idea.

Jamie Baker ([38:17](https://www.rev.com/transcript-editor/shared/ls-dqjHP-xR4d0emNtYbm2Wn77cgsIWMJIopMVFsqEIA8gAKRxhTbNTfNGfqbDkZzhy8VXjCxQRW_hm8YklvBNKfC-k?loadFrom=DocumentDeeplink&ts=2297.55)):

And be flexible for sure. We talked about earlier with teacher stuff, is very seasonal. So when we were in the little 1100 square foot, we literally turned, we flipped it and turned that store into a toy store for Christmas. It was a lot of work but starting in October, we took out all the teacher stuff, we boxed it up, and we literally turned it into a toy store for Christmas. It was educational toys, not stuff that you can get at bigger, big box stores, but be flexible and find things that help bring in more traffic and more money.

Matt Wagner ([38:51](https://www.rev.com/transcript-editor/shared/y56-yiSKBFfiuY4LvTugEcAgnekTevUIEfRqZFwCuJOLvtDcYcb-aV8ekgAKwdw1ZdocPbu_qO0wjqgy3w7DQIKP1-8?loadFrom=DocumentDeeplink&ts=2331.72)):

Great advice. Thank you so very, very much. It was so great to be able to come back, see the new store and have this conversation with you. Thanks for joining the podcast.

Jerry Baker ([39:04](https://www.rev.com/transcript-editor/shared/p-AC_PtEDX3BlMIufu3Z6ysQFNJwv4xBL9yVBVCfXSfp6tFl1Xh5b9VJfNf5rSdzoqNjtqzOtMTdxcPXgPyop1irs0Q?loadFrom=DocumentDeeplink&ts=2344.26)):

Yeah. Thank you. Thank you for having us.

Matt Wagner ([39:05](https://www.rev.com/transcript-editor/shared/6umi4PYj6Mi564sbgTvwhCxpOkrgjZ0gez2YwNCPWO_tW4kKypoICV0swpNwuwJ2ZOF9vJcWuFyWcp6SDo2MToGGFQE?loadFrom=DocumentDeeplink&ts=2345.61)):

Yeah, best of luck with everything. So there you have it. I hope you enjoyed the conversation with Jamie and Jerry Baker from Trendy Teachers in downtown Rome, Georgia. They provided so many great insights and lessons on the critical nature of taking e-commerce from simply a transactional experience to one that can really build on the community aspects of your bricks and mortar location and in turn, develop far greater market reach than one could achieve with just a bricks alone strategy. So I'm going to close this episode a little bit differently than normal as this week's podcast marks really a significant milestone for us. It's episode 10 and the last of our first season.

([40:00](https://www.rev.com/transcript-editor/shared/7lZqsiURHkximKEtVuI5eOZKm1e2bwqqQiSf_WCrlLX5HVmtUW4XuDKiQPAWjNOX9LCKrZZiszuyhEG-G8em_CiRRlw?loadFrom=DocumentDeeplink&ts=2400.33)):

So we're going to be back, I promise you, for season number two right after the holidays. And we're already out and about recording all those great stories. We set out with a mission of creating a forum for small businesses to have peer-to-peer learning and gain further insights, as well as really making a point that innovation and creativity and economic development in our country is not simply the result of big tech companies or bank giants or media hawks like Musk and Zuck, but truly Main Street businesses like Delta Dirt Distillery, and Main Grains.

([40:39](https://www.rev.com/transcript-editor/shared/BG2g_74bxIB3ehRDH-I9HvT0UciONwC-7kJet-zqPFVRgpE3kpKPYKR0CJTcrc3ROGzmbu_zojvwMRQS6Tv1YPKZbs0?loadFrom=DocumentDeeplink&ts=2439.93)):

We certainly hope you enjoyed the first season. We're so grateful for you listening and supporting Main Streets and the small businesses and entrepreneurs that give them such a unique and genuine flavor. And a special thanks to my colleagues, Liz Shenk and Rachel Bowdon. They make all this happen at Main Street America and to Ryan Jones at Notice Pictures for all the editing and podcasting and making me sound half right. So that's going to do it for this episode and for the first season. Please keep sharing the podcast with your friends and colleagues and neighbors and other small business owners. And by subscribing, you'll get all the updates and announcements for the first episode of season two. So have a wonderful holiday season. Be sure to support those small businesses. They're so important to our national economy and the communities we all call home.

Speaker 1 ([41:36](https://www.rev.com/transcript-editor/shared/SLkYdsWUJ6kEyZKa9VGfjSeROP_5knUkie5r3kZ5AUdeavkGo4X-BiiG1ZG1VmAV2gN3NfKbXSY_UmyRVVOmNpm50BA?loadFrom=DocumentDeeplink&ts=2496.54)):

Thanks for listening to Main Street Business Insights, a production of Main Street America. If you know a local business with a great story to tell, please share it with us by emailing businessinsights@mainstreet.org.