

The Small Business Approach To Dreaming, Planning, Scheming

Most retail establishments would probably kick you out if you hung around their store for hours, using the furniture, sipping a bit of coffee, and buying very little. Borders Books and Music takes a different approach – they welcome it. What Borders has realized is that it is actually good for business, and not just their own.

Charles Seymour Jr. spends a few hours in his local Borders twice a week charting the future of his online business, StageMagazineOnline.com. He calls it his **Dreaming, Planning, Scheming** time. He knows that too many people work toward deadlines, reply to emails, finish reports but **“don’t spend enough time just thinking where they want to take their businesses.”**

He recommends Borders as an oasis for the small business owner – a special place outside of the home office where one goes to think – away from the routine: to work *on* his business instead of *in* it.

“So often we spend time working inside our business and don't stop to think where we want our business to go – you really can't do this kind of work in the atmosphere that you work in most of the day. You really need to get away from the phone, email, people asking you to do things for them,” Seymour says as he grabs the tallest coffee-



Charles Seymour Jr. in the middle of his Dreaming, Planning, Scheming time at Borders while creating StageMagazineOnline.com.



Jack Murray, art student and Borders employee, hands Charlie his Seattle's Best Raspberry Mocha Kiss!

for. I can never leave the place without buying at least one drink and one book – there are so many ideas that can help my business grow.”

Charlie spends roughly two to three hours twice each week devising strategies to increase membership growth, offer the most content for individuals, give theaters the broadest exposure, and turn StageMagazineOnline.com into the biggest and best Online Theater Community anywhere in the US.

StageMagazineOnline.com was created at Borders over many weeks of dreaming about where he wants to take it, planning how to get it there, and scheming about how to provide the best service for his members. He knows he can't spend more than 2-3 hours each session because concentrating on new ideas is hard work AND he also needs to get back to working *in* his business too. He recommends taking two or three breaks during a session to walk around for five minutes, get something from the Borders café, or spend some time browsing through their huge selection of books.

In addition to being a great place for self-reflection,

chocolate-raspberry drink on the way to his favorite work table.

“Borders offers many things: a great drink to sip to let my mind wander to new ideas, good work spaces, gourmet sandwiches and snacks, the Borders Rewards Card to keep me coming back (and save some money when I do), and all the books I could hope

planning, or reading, the Borders in Springfield (Delaware County), PA is a stone's throw away from a number of useful services: FedEx-Kinko's for copying materials and sending packages, a bank, fine restaurants, and a grocery store for the little things one forgets to pick up. And with plenty of free parking, it's easy to get to and inexpensive to do it.

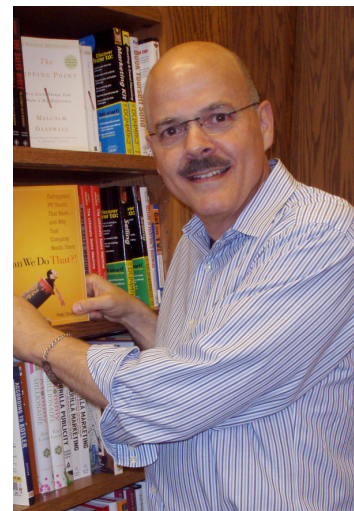
Borders is also a WiFi hotspot for laptop computers with wireless connection and a great place to do research – all the books you need are right there.

But as General Manager, Chris Adams, points out, Borders is more than an office away from home housed inside a well-stocked music, video, and book destination. It also a resource to the community, a place for parents to instill the love of reading in their children, a place to meet friends and to get lost inside your favorite story in a relaxed atmosphere.

And as Charlie Seymour Jr knows, it's a great place to create a new business and then keep the ideas growing.

“Dreaming, Planning, Scheming times are very important to me and Borders has become the perfect place to help me grow my business.”

Borders is not just for books, videos, and music any more. It's a place where creativity thrives, ideas come to fruition, and one's potential is realized!



Charlie in search of new ideas in the well-stocked business section of Borders.

We are a resource to the community, an office away from home, a place for parents to bring their children to instill the love of reading, a place for your favorite coffee drinks or gourmet sandwiches. We are so much more than a well-stocked book and music destination – we have news and local views, a place to meet your friends, and a relaxed atmosphere to get lost in your favorite story.

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To find out more about Borders and the great Rewards Programs mentioned in this article *AND* to find out more about StageMagazineOnline.com, go to:

www.StageMagazineOnline.com/borders

Borders

Your Office

Away From

Home