



# WATER STORE BUSINESS OPPORTUNITY

**Dress to Impress**



**Aim for Success**



**Forward Press**



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**Definition of Impress:** to fix deeply or firmly on the mind or memory, as ideas or facts, to urge, as something to be remembered or done.

Some ways to impress in your water store business

“Looks Matter”: First impressions and looks is what first attracts you to people you meet for the first time. Right? Customers know little about you, therefore here are some hints to impress with your store “Looks”:

**1- Location, location, location** makes the whole difference in looks. Operating a water store in a Strip Mall is one way to impress.

**2- Beauty inside-out:** Consider what your store front should look like; From your front sign to the store’s entrance, from the architect to the design to the display.

**3- Decoration:** To impress when you dress, colors and style should match. The same applies on your water store décor.

**4- Your Staff:** The way your staff deal with your customers, explain water quality, and serve your customer base is a sure way to impress



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**Definition of Success:** The achievement of something desired, planned, or attempted.  
Word Origin from Latin root: *successus* "happy outcome,"

**Aim for Success:** Your goals must be clear and well communicated. Objectives need to coincide with your goals, with the *aim* to secure stable income & consistent growth.

When you aim to operate a successful water store, consider three main pinnacle factors:

**1- Profitability:** at the end of the day, you want to ask yourself: "How much money is left for me?" The advantage a water store provides to its owner is the several profit centers that can exist under one roof. You can, for example : Sell Residential water treatment and pretreatment, install, service and troubleshoot existing and new products in your neighborhood, rent out water treatment equipment, selling ice cubes, and conduct informative seminars to educate your community on water related matter that can affect them and their families. This may lead to closing more sales.

**2- Network:** Visit the neighboring stores, tell them who you are and what your goals and objectives are. Share with them the benefits you plan to extend to the community. Invite key county and State officials. Advertise in the local paper. Tell "mom and dad".

**3- Stay Focused:** 'Keep your eye on the prize. What makes the dart hits its target is a synchronized effort between the hand and a trained eye. Keep your goal in mind; on the wall, in your bathroom, above your bed, and in your heart. Do not allow pitfalls or distractions to sway you from what the happy outcome will be.



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**Definition of “Forward Press”:** The golf expression 'forward press' is not heard much these days. It is a golf move to start smooth and avoiding tension at the start of your swing.

Let us tell you the steps you need to press forward :

**1- Experts Will Tell you first:** Hear it from investors and successful world leaders in the business market: “Water is the oil of the 21<sup>st</sup> century”. (The Economist). “Investing in water industry now is just like investing in media industry back in the seventies”. (Ted Turner, founder and former CNN owner).

**2- Financing is Available:** You can own the turnkey equipment for as low as \$999.00 monthly payment. Even if you were to start-up and have little to begin with, as long as you have the desire to impress, and the aim for success in mind, we will help you get on board.

**3- Marketing Material and Onsite Training:** We will equip you with tested well proven marketing tools and techniques you can apply within your water store. We will train you on how to become the “Water Specialist” and what’s more important is this: We will help you to stay focused.

**4- A highly respected brand and a reputable product line is at your service:** Pure Water brand enjoys more than 40 years of ethical, faithful, service to millions of end users around the globe. Our customers are US Embassies, USAID, nutritionists, doctors , and several 500 fortune companies, *It will be our joy and honor to have you as part of the Pure Water Family.*