



It's a door not a sign holder.

Think about your favorite store, other than the one you own, that you love to shop. What does the door look like? I'm guessing there isn't much taped to the door. Now visualize the entrance to your store. See anything in common?

It's good business to treat your door as an entrance and not as a sign holder. The only objects that should appear on your entrance door are the hours of your operation in small **white** letters and numbers stating when you are open, closed and that is it. There should not be stickers promoting Burt's Bees, Willow Tree, Webkinz, and/or The Vitamin Company and the like on your door. Too many would-be shoppers consider a cluttered door a sign of a cluttered store. Keep your door clean and clutter free.

In many towns, residents and groups choose the neighborhood pharmacy as the place to post news about current events, spaghetti dinners, lost pets, babysitters for hire, line dancing and lawns mowed. It is your decision of which ones to post, but do not put them on your door. Instead, make room for a small corkboard or bulletin board to house all the pertinent information. Place someone in charge of your bulletin board. This person will be responsible to keep the board looking neat and timely. No bulletins or notes should be allowed to stay more than 2 weeks, so tell anyone asking to post a notice that the item will be up for 2 weeks and then recycled.

- Assign someone to clean your door twice a day, every day.
- Remove all stickers, labels and banners.
- Place your hours of operation on the door with white letters and numbers.
- Establish a policy for posting notices and bulletins in your store.
- Place a small bulletin board in your store and police it weekly.
- Ask anyone who wishes to leave a posting if they are a customer of your store.

Thank you for being a member of NCPA. Mail your comments to: gabe.trahan@ncpanet.org