**Your letterhead here**

**For Immediate Release / \_\_\_\_\_\_\_\_\_\_\_, 2019**

Contacts: Your name, title, organization, phone, email

Jon Schallert, The Schallert Group, 303-774-6522, Jon@JonSchallert.com

#### LOCAL \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_RETURNS FROM “DESTINATION BOOTCAMP”

#### WITH NEW TOOLS TO CHANGE BUSINESS, ATTRACT NEW CUSTOMERS

Your City, State abbreviation, Month, Date -- Your city’s name here (‘s) Your name here, owner of title or business type here, returned this week or month from a Colorado-based business improvement “Destination Business BootCamp”, where he or she learned hundreds of new methods to bring more customers and tourists to your city’s name here. Your last name here was among a group of business owners from across North America who attended the two and one-half day, 20-hour workshop.

Your name (‘s) your business name here is the first your type of business here from your area, state, or city ever to attend the Destination BootCamp.

Paragraph about your business with your brand difference. In this paragraph, you should be able to state in a paragraph how your business is different than your competitors.

The two and one-half day “Destination BootCamp”, created by marketing consultant Jon Schallert, teaches independent business owners on how to reposition their businesses as “consumer destinations”. According to Schallert, a business using his “Destination Business” strategies can compete effectively with larger brick and mortar competitors, along with online giants like Amazon. According to Schallert, it is not uncommon for destination businesses to create change in an entire city, by drawing consumers from miles around, from outside the immediate marketplace of a community.

“With the principles we learned at the BootCamp, we will be able to satisfy more of our customers needs and make purchasing your product line here a much more enjoyable, fun experience. Additionally, we will be attracting more visitors and tourists from outside your city here,” says Your last name. “With what we’ve learned, there’s no reason we can’t attract Another name for your perfect customer group here from hundreds of miles away.”

Paragraph of the history of your business and your business background here.

Schallert’s Destination Business BootCamp is held in Colorado seven times annually. Schallert has worked with independent business owners since 1983, speaks to thousands every year, and is the President of The Schallert Group, Inc., Longmont, Colorado. One newspaper called Schallert “the marketing guru rooting for the retail underdogs”. Business owners interested in attending may contact Your name here at your phone number for more information on his or her BootCamp experience, or one can visit Schallert’s website at www.DestinationBootCamp.com.

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