



How to Empower Main Street Retailers To Hire

@SAVVYSHOPKEEPER

SAVVYSHOPKEEPER.COM

COPYRIGHT *notice*

Copyright Notice.
All Rights Reserved.

This document and its content are protected by copyright under U.S. Copyright laws and is the property of Savvy Shopkeeper, LLC. You may not copy, reproduce, distribute, publish, display, perform, modify, create derivative works, transmit, or in any way exploit any such content. Copying or distributing this content is expressly prohibited without prior written permission of Savvy Shopkeeper, LLC. For permission to use the content, please contact kathy@savvyshopkeeper.com.





HELLO FRIEND, *I'm Kathy!*

- Wife, Bonus Mom, Daughter, Sister, Friend
- Co-Owner, The Salvaged Boutique - 2013
- Founder + CEO, Savvy Shopkeeper - 2016
- Retired from nearly 20 year profession in 2017 to pursue passion for Retail and Education
- Coffee drinker, introvert, beach lover and recovering, yet aspiring runner

WWW.SAVVYSHOPKEEPER.COM/ABOUT

Over 8 out of 10 small businesses have no employees.

-Forbes Advisor
Small Business Statistics
of 2023

Solo
Retail
Business
Owners



WWW.SAVVYSHOPKEEPER.COM/QUIZ

Why Retailers Avoid Hiring

01.

Fear of Leading

02.

Scarcity Mindset

03.

Lack of Knowledge

04.

No Hiring System

05.

No Training Process

06.

Fear of Losing Control

07.

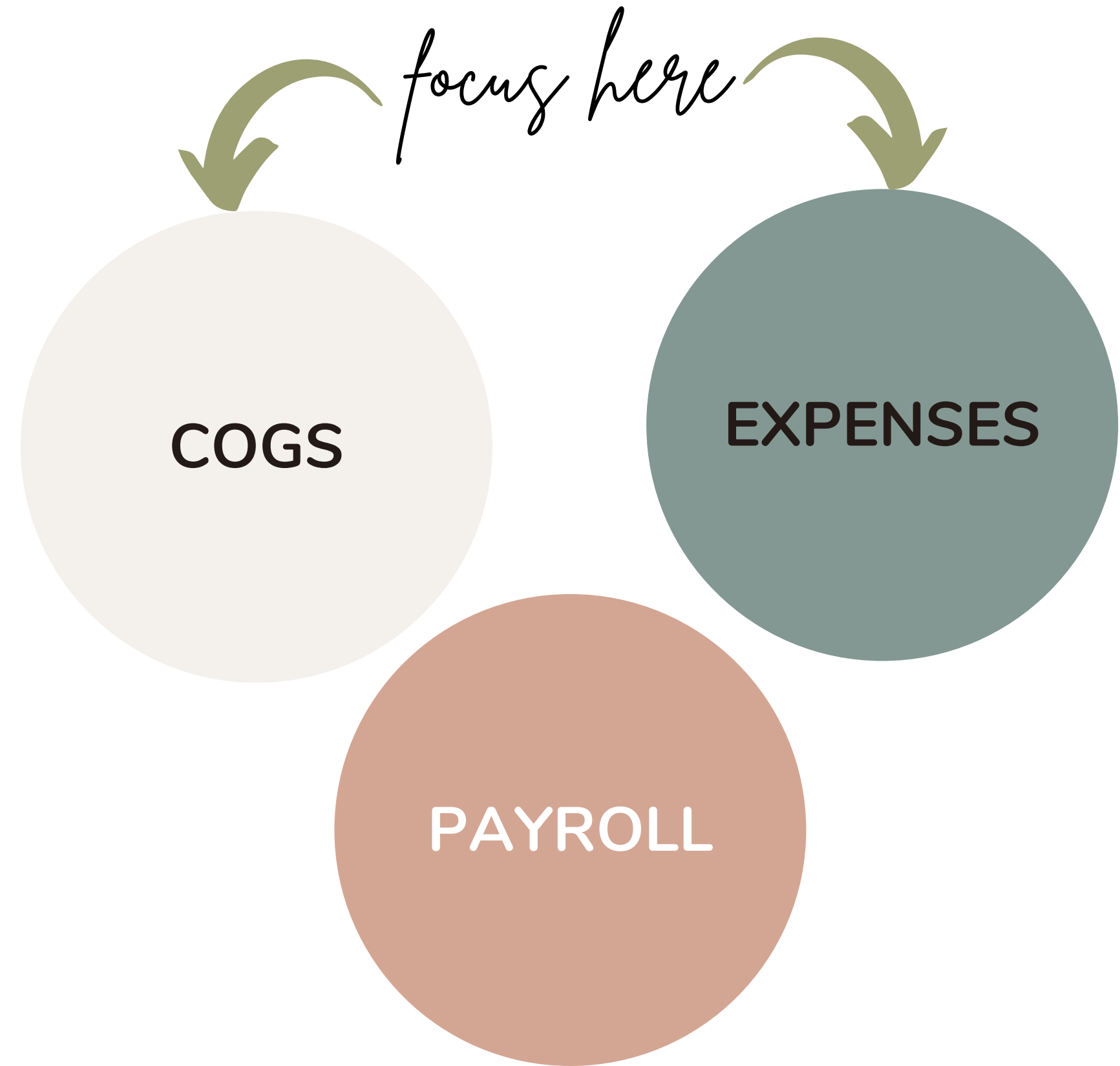
Overwhelm

08.

They don't want to

Fear around Money is often reason #1

How well do they know their financials?





**Every dollar saved on
staffing may cause
several dollars in lost
revenue.**

-Harvard Business Review

THE CRÊPERIE

How to build a retail store owner's hiring confidence?

SAVVYSHOPKEEPER.COM

To Eat in or
TAKE AWAY
Savoury Pancakes
CREPES
&
Great Coffee

MENU

- Smoked Salmon 6.70
- Goats cheese 6.30
- Mozzarella 6.29
- Cheese Ham Egg 5.80
- Cheese Ham Tomato 5.50 ALL
- Cheese Mars 5.29
- Cheese Tomato 4.80
- Apple + salted caramel 5.30
- Nutella + raspberry 4.70
- Nutella + banana 4.50
- Nutella 4.00
- Honey + raisins 3.70
- Cinnamon sugar 3.30
- Lemon + sugar 3.30

TODAY'S SPECIAL
PEANUT BUTTER + PECANS
\$4.50

Hiring Options

01

Independent
Contractor
1099 Employee

Part Time
W2/Payroll
Employee

03

Full Time
W2/Payroll
Employee

02

start here 

Benefits of Hiring

01.

Relief!

02.

New Perspective/Ideas

03.

Freedom & Flexibility

04.

CEO & Strategy Time

05.

Better Customer Service

06.

Increased Revenue

07.

New Revenue Streams

08.

Expanded Store Hours

Retail Systems & Processes



● Hiring

● Team Management

● Pricing Products

● Opening & Closing

● Email Marketing

● Social Media

● Shipping

● Market/Event Prep

● Monthly CEO Time

● Customer Service

● Store Cleaning

● Vendor onboarding

● Bookkeeping/Taxes

● Ecomm Metrics

Documenting

start with the simple processes



-
- Checklist
 - Written steps
 - Diagram
 - Flow Chart
 - Guidebook
 - Screen Recording
 - Video tutorial
 - Screenshot tutorial

Pre-Hiring Checklist

PHASE 1

- Research State Law
- Decide Type: 1099, Part-time or Full-Time
- Document Vision and Mission of Business
- Prepare an Interview Guide
- Write Job Description

PHASE 2

- Create/Get a Hiring Application
- Post/share Job Listing(s)
- Review Applications
- Conduct Interviews
- Extend a Job Offer



Post-Hiring Checklist

PHASE 1

- Setup Payroll (if applicable)
- Document Policies & Procedures
- Create an Employee Handbook
- Create an Onboarding/ Training Plan

PHASE 2

- Start an Employee File System
- Create a Progressive Discipline Plan
- Schedule Team Member Meetings
- Create an Operations Manual



Hiring Success Stories



Olive Oil Store Owner

- ✓ 47% higher quarterly sales
- ✓ From 4 days to 2 days in the shop
- ✓ Able to take care of aging parents
- ✓ No longer doing the \$10-15/hour tasks
- ✓ Morning flexibility, never opens



Home Decor Store Owner

- ✓ Stopped doing tasks she disliked
- ✓ Works from home 2 days/week
- ✓ More and longer family vacations
- ✓ Annual revenue growth each year
- ✓ More strategy time



Coffee Shop & Food Truck Owner

- ✓ Work flexibility = more family time
- ✓ Now takes vacations
- ✓ Revenue growth
- ✓ Added revenue stream
- ✓ Doing more of what she loves

**Whatever makes
Indie Retailers
uncomfortable**

is usually their biggest opportunity for

GROWTH

Kathy Cruz



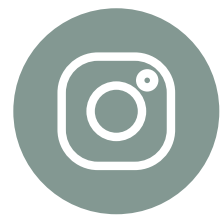
WEBSITE

www.savvyshopkeeper.com



EMAIL

kathy@savvyshopkeeper.com



INSTAGRAM

[@savvyshopkeeper](https://www.instagram.com/savvyshopkeeper)



PODCAST

Savvy Shopkeeper Retail Podcast

**SAVVY
SHOPKEEPER**

