ARE YOU STILL RELEVANT?

By Ross Shafer
Thank you requesting Ross Shafer’s slide notes from the NMHC event in New Orleans, LA.
If you would like Ross to create a custom presentation for your company please contact:

HELEN BRODER
helen@RossShafer.com
(910) 256-3495
Ross Shafer
Blackfoot Indian Tribe
Chemeketa Reservation land
(Salem, Oregon)
Puyallup Indian Reservation
(Puyallup, Washington)

We All Have a Story
Refusing to Stay in Humble Beginnings
Chuck Shafer 1927-2001
Don’t Limit Your Future Income by CelebraAng Yesterday’s Profits.

Chuck Shafer - Pitts Special Bi-Plane

“You can create anything when you have a blueprint.”
Don't Limit Your Future Income by Celebrating Yesterday's Profits.
Maiden flight - May 1971
I traded a Honda Trail 90 for “The Ghia” 14 1/2 years old

1961 Karmann Ghia  Bought $25……Sold $450

Fixed rusted rocker panels with Bondo and Folger’s “coffee cans”
Bought $530....Sold $1,700

1965 Pontiac GTO Convertible
purchased for $4,800

sold 18 mos. later for $17,500
Don't Limit Your Future Income by Yesterday's Profits.

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Don't Limit Your Future Income by Yesterday's Profits.

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Success is Easy
Follow the Tracks of the Herd
COOK-LIKE-A-STUD

* 38 lip smackin’ meals men can prepare in the garage ... using their own tools!

Foreword by
JEFF “THE FRUGAL GOURMET” SMITH

Ross Shafer
Be “Paranoid” About Innovation
Peripheral Vision Prevents Injury

Tom Brady knows J.J. Watt is close
GO TO THE WRONG MEETINGS
Don't limit your future income by yesterday's profits.

Laramar Apartment Homes - 55,000 units
Dogit Silent Dog Whistle by Dogit

$3.74 Add-on Item
Add it to a qualifying order within 17 hours to get it by Tuesday, Oct 15

More Buying Choices
$3.74 new (6 offers)
$4.99 used (1 offer)
Which Customers Are the Most Important?
Women Buy Everything!

93% of OTC Pharmaceuticals
92% of Vacation & Business Travel Decisions
91% of New Homes, Remodels, & Building Design
91% of Family Apparel (74% of men’s clothing)
90% of Consumer Electronics (TV’s, phones, tablets, computers)
89% of Higher Education Decisions
89% of Investment Services, Insurance & Bank Accounts
86% of I.T. Infrastructure Decisions at work
85% of Pet ownership (mean income $65,000)
80% of Healthcare & Dental decisions
73% of New Cars --- (45% of Light Trucks & SUV’s)

Sources: Vertis consumer focus study; Consumer Electronics Assoc.; U.S. News & World Report; A.T. Kearney; SheConomy.com; Proctor & Gamble; WomenDriver.com; PrimeTime Women; Mass Mutual Group; Catalyst.org.
She-Commerce

“Women over 50 currently control $19 trillion in Net Worth... \(\frac{3}{4}\) of the entire U.S. Financial Wealth.”
And Female Wealth is Growing...

“By 2020, women will control between $30-$40 Trillion in U.S. consumer wealth.”
“92% of women will share information re: quality and value to an average of 21 other people.”

(not counting social media)
“Men only recommend to 2.6 other people.”
Time to Re-Think Customer Experience
POW!
A celebration to heal old wounds and honor new alliances
We didn’t give them what they wanted.
The customer got so upset they confronted us.
We ignored them.
We assigned blame to the customer.
Don't Limit Your Future Income by Erasing Yesterday's Profits.

Makes you laugh.
Kisses your forehead
says he’s sorry.
makes an effort.
Holds your hand.
Works hard
attempts to understand you.
“I have a new place for your flowers!!”
ELIMINATE THE MOMENTS
STUDENT HOUSING “POWS?”

1. **POOR BUILDING SECURITY** (34% parents want security. Only 7% of students)

2. **NO FRIENDS NEARBY** (57% of students want it. Only 28% parents care)

3. **NO PRIVATE BED OR BATH** (62% parents want privacy for children)

4. **EXPENSIVE LUXURY UPGRADES** (42% parents don’t want to pay extra)

5. **POOR MAINTENANCE** (83% parents want things fixed within 24 hrs. 28% want fixes within 6 hours)

Sources: J. Turner Research - MyResman.com
The Best Story Wins
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MEMORIAL

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Metairie
Celebrating
Claudine G. Bowers
1922 - 2010
For Claudine’s Closest Friends

Sugar………………………2 cups
All Purpose Flour…………2 cups
Buttermilk………………..1 cup
Water……………………1/2 cup
Baking soda………………1 tsp
Crisco……………………1 stick
Butter…………………….1/2 stick
Eggs………………………3
Cocoa powder…………….4 Tb
Vanilla extract…………….1 Tsp
Pecans (chopped)………..1/2 cup

FROSTING
Butter……………………1 stick
Cinnamon……………………1 Tsp
Cocoa powder…………….4 Tb
Vanilla extract…………….1 Tsp
Powered sugar…………….1 box (16oz)
Pecans (chopped fine+sprinkled on top)

Oven 350 for 30 min.
Pan 13” X 9”
“We have a better story... so it follows that we can charge more money.”
Attracting Talented Young People
Millennials Look Like This now…
Don’t Mentor Them

Yesterday’s Profits.

Don’t Limit Your Future Income

RossShafer.com
300,000 attended GamesCom
“48% of employers are dissatisfied with the oral communications skills of college students.”
Ongoing Encouragement
BILL NYE
the Science Guy®
Download My FREE E-Book

www.RossShafer.com
My Weekly Leadership Video Blog
Resilience is Your Best Friend
Chuck Shafer 1927-2001
Leah, Ross, Lauren (Lolo), Ryan & Adam Shafer

Daddy/Daughter date
10th birthday!
“The world’s greatest achievements were accomplished by tired, discouraged people who just kept on working.”

Albert Einstein