Setting and location count . . . People care about where they go.

Check that your location is:

☐ In the community;
☐ Within a 30 minute drive of your demographic;
☐ A popular spot;
☐ In a place that is in a “good mood”;
☐ Is easy to get to;
☐ Has parking;
☐ Has atmosphere (a place with a garden, a chalkboard wall, good lighting, sound system, etc.);
☐ Has local flair.