

✓ Checklist for Setting (1 of 2)



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.