



HONDO
ECONOMIC DEVELOPMENT
THIS IS GOD'S COUNTRY

BUILD & GROW: A SMALL
TOWN BUSINESS SERIES
**SELLING BEYOND
YOUR STOREFRONT**



WHY THIS MATTERS

Your customer base does not have to be limited to Hondo. While your physical location may be here, your reach can extend far beyond city limits. With the right tools and strategies, you can attract customers from surrounding communities, nearby cities, and even across the country. Expanding your reach not only increases sales opportunities, but also helps create a more resilient business that is not dependent on a single market. By thinking beyond your storefront and embracing new ways to connect with customers, you can open the door to growth that goes far beyond your immediate area.

Wondering how to grow? Attend one of our in person workshops.



1. EXPANDING REACH

FROM LOCAL CUSTOMERS TO A WIDER AUDIENCE

Like many small-town businesses, this business originally depended on local foot traffic and familiar faces. Most customers lived nearby, and growth was limited by how many people could physically walk through the door. While this created a strong sense of community, it also meant there was a natural ceiling on how much the business could grow.

As marketing efforts evolved, so did the customer base. Instead of relying only on local visibility, the business began reaching people outside of its immediate area. Customers from nearby cities, including San Antonio, started discovering the business through social media and online content. What once felt like a small, local operation began attracting attention from a much larger audience.

BREAKING GEOGRAPHIC BARRIERS

The biggest shift came when the business realized it was no longer limited by location. With the help of digital tools, customers no longer needed to visit in person to make a purchase. Social media posts, videos, and online engagement allowed people from surrounding areas to feel connected to the business without ever stepping inside the store.

This change opened the door to entirely new opportunities. Instead of asking, “How many people can we reach in our town?” the question became, “How many people can we reach, period?” That mindset shift is what allowed the business to grow beyond its original limitations.

ONLINE SALES ACROSS THE UNITED STATES

As visibility increased, orders began coming in from outside the region and eventually from across the United States. What started as a local business transformed into a brand with a national customer base. Online sales created a new and scalable revenue stream that did not depend on foot traffic or location.

This expansion did not happen overnight. It was the result of consistent effort, regular posting, and a willingness to show up online. Over time, the business built trust with customers who had never visited in person but felt connected through content and communication.

2. LIVE SELLING BREAKTHROUGH

AN UNPLANNED BEGINNING

One of the most impactful moments in this case study came from something completely unplanned. The first live selling session was not part of a detailed strategy or long-term plan. It simply happened. Like many small business experiments, it started with a willingness to try something new without knowing exactly how it would turn out.

At the time, there were no expectations that it would become a major part of the business. It was just another way to connect with customers and showcase products in real time.

REAL-TIME CONNECTION WITH CUSTOMERS

What made live selling different was the level of interaction it created. Instead of static posts or photos, live video allowed customers to ask questions, see products in action, and feel like they were part of the experience. It brought energy and personality into the buying process in a way that traditional marketing could not.

Customers were not just watching, they were participating. This created a sense of urgency and excitement that encouraged immediate purchases. It also built stronger relationships, as customers felt more connected to the business and the people behind it.

FROM EXPERIMENT TO REVENUE DRIVER

What started as a simple experiment quickly turned into a major revenue stream. Live selling became something customers looked forward to, and over time, it evolved into a consistent and reliable sales channel.

Instead of relying only on in-store purchases or standard online orders, the business now had a dynamic way to generate income in real time. Each live session became an event, drawing in viewers and turning engagement into sales.

3. ADAPTING TO OPPORTUNITY

A TURNING POINT DURING COVID

When COVID disrupted normal business operations, many small businesses faced uncertainty. Foot traffic declined, and traditional ways of reaching customers became less reliable. For some, this created major challenges. For others, it created an opportunity to adapt.

In this case, the shift to online engagement and digital sales accelerated rapidly during this time. What may have taken years to adopt under normal circumstances happened much faster out of necessity.

LEANING INTO WHAT WORKED

Rather than waiting for things to return to normal, the business leaned into the strategies that were working. Online sales, social media engagement, and live selling became essential tools for staying connected with customers.

This period forced innovation and pushed the business to try new approaches. Instead of seeing these changes as temporary, the business recognized their long-term value.

BUILDING LONG-TERM SYSTEMS

One of the most important decisions was continuing these strategies even after in-person business resumed. Instead of abandoning online efforts, the business integrated them into its long-term operations.

By doing this, it created multiple streams of visibility and revenue. In-store experiences, online sales, social media content, and live selling all worked together to support growth. This diversified approach made the business more resilient and better prepared for future challenges.

4. KEY TAKEAWAYS

YOU ARE NOT LIMITED BY YOUR LOCATION

For many small-town business owners, it is easy to believe that growth is limited by population size or geographic location. This case study proves otherwise. While your physical storefront may be in a small town, your reach does not have to be.

With the help of social media, email, and online sales tools, your business can connect with customers far beyond your immediate area. People from nearby cities, neighboring communities, and even across the country can discover and support your business without ever visiting in person.

The key is visibility. When you consistently show up online and share what makes your business unique, you remove the limitations of geography and open the door to new opportunities for growth.

ONLINE TOOLS CAN DRAMATICALLY INCREASE REVENUE

Online tools are more than just a way to market your business. They are a way to grow your revenue in a scalable and sustainable way. Social media platforms, email marketing, and live selling allow you to reach more people, more often, without significantly increasing your costs.

Instead of relying solely on foot traffic, you create additional streams of income. A single post, email, or live video can generate sales from multiple customers at once, including those outside your local area. Over time, these tools compound, creating consistent and predictable opportunities to generate revenue.

The businesses that embrace these tools are able to do more with less and build systems that continue working for them day after day.

TRYING SOMETHING NEW CAN UNLOCK GROWTH

One of the most powerful lessons from this case study is the importance of trying new things. The live selling success did not come from a perfect plan. It came from taking a chance and being willing to experiment.

Growth often comes from stepping outside of what feels comfortable or familiar. Whether it is trying video content, launching an online store, or experimenting with a new type of promotion, these small steps can lead to major breakthroughs.

Not every idea will work, but every attempt provides valuable insight. Over time, those insights help you refine your approach and discover what resonates most with your customers.

KEY TAKEAWAY SUMMARY

You are not confined to your physical location. With the right tools and a willingness to try new strategies, you can expand your reach, increase your revenue, and unlock new levels of growth. The businesses that succeed are the ones that take action, stay consistent, and remain open to new opportunities.

5. ACTION STEPS

SET UP OR IMPROVE YOUR ONLINE PRESENCE

Start by evaluating your current online presence. Do you have active social media accounts? Is your business easy to find online? Are your profiles complete and up to date?

If not, this is the first place to begin. Create or refresh your social media pages, update your business information, and ensure your branding is consistent across all platforms. Your online presence is often the first impression potential customers will have of your business, so it should clearly communicate who you are and what you offer.

TRY YOUR FIRST LIVE VIDEO SALE OR PRODUCT SHOWCASE

Do not overthink it. Your first live video does not need to be perfect. Choose a few products, go live, and start talking. Show what you offer, answer questions, and interact with viewers in real time.

Think of it as a conversation rather than a presentation. The goal is to connect, not to perform. Over time, you will become more comfortable, and your live videos will improve naturally. What matters most is getting started.

OFFER SHIPPING OR LOCAL DELIVERY

If you are not already offering shipping or delivery, this is a major opportunity for growth. Making it easy for customers to purchase from you, no matter where they are located, removes barriers and increases your potential customer base.

Start simple. Offer local delivery within your area or set up basic shipping options for customers outside your town. Even small steps in this direction can lead to increased sales and expanded reach.

PROMOTE TO NEARBY CITIES

Do not limit your marketing efforts to your immediate town. Nearby cities and communities are full of potential customers who may not yet know your business exists.

Use social media to target these areas, mention nearby locations in your posts, and create content that invites people to visit or shop with you. Highlight what makes your business worth the trip or worth ordering from. Expanding your focus beyond your town can significantly increase your visibility and customer base.

PUTTING IT ALL INTO ACTION

These action steps are designed to be simple, practical, and achievable. You do not need a large budget or a complex strategy to start seeing results. By improving your online presence, experimenting with live video, offering shipping or delivery, and promoting beyond your immediate area, you begin building a business that is not limited by location.

Small, consistent actions lead to meaningful growth over time. The most important step is to start.