

A Potty Training Book for Retailers

# Skip to the Loo!

Bypass Big-Ticket Advertising  
and Build Business with  
Better Bathrooms

by Linda Wright

Raise your restroom to the strategic level to  
give your business more exposure, build goodwill,  
influence customer behavior, and win sales.

Significant impressions of your business are given many times daily  
with each visit to the bathroom. Learn how to use  
your restroom effectively—to show customers that you care,  
create buzz, and generate loyalty.

*Skip to the Loo* chronicles the budget makeover  
of a retail restroom from bland to beautiful, and the impact  
it had on the world's biggest spending group—women.

This book is packed with ideas and insights to help any  
retailer create a special washroom space, overcome the  
challenges of maintenance, earn a positive restroom rep-  
utation, and boost their bottom line through the power of  
a powder room.

Learn to use your restroom  
as a marketing tool.

It's courteous, high impact—  
and very covert.

Order  
**Skip to the Loo!**  
at [amazon.com](http://amazon.com)

