New Center Success

Real stories. Real Growth. Real impact.

Meet Christina Julian, owner of **PostNet Bozeman, MT**. Since opening her doors in May 2024, Christina has built a thriving business through community, connection, and a commitment to exceptional services.

CHRISTINA JULIAN
PostNet Bozeman, MT
Doors Opened: May 9th, 2024

Why PostNet?

> *"The people and the revenue streams. I was looking for a business that was useful to my community, and also had several streams of income to work with. After meeting the team at HQ, I was hooked. I truly believe in the positivity, community, support, and high expectations of customer service and product quality."*

Early Priorities

- Getting the word out about who we are and what we offer
- Hiring part-time help
- Setting up inventory and pricing – checking local pricing and online for comparison

SALES GROWTH: OUR RAMP UP JOURNEY

Strong momentum from day one.

Our first year performance consistently outpaced budget expectations.

PERFORMANCE VS. BUDGET (FIRST YEAR)

LAUNCH Months 1–3
Building awareness and establishing our presence

ESTABLISHING Months 4–6
Building relationships and a strong local foundation

BUILDING MOMENTUM Months 7–9
More referrals, repeat customers and larger projects

ACCELERATING GROWTH Months 10–12+
Consistent growth and stronger B2B partnerships

YEAR-END RESULT

Achieved **284%** of budget

That's nearly **3X** our budget expectations!

What worked.

- **Networking is everything.**
  Active in the Chamber and two other networking groups. Building relationships has led to amazing customers and long-term projects.
- **Community involvement.**
  Sponsoring events, volunteering, and showing up consistently has built trust and visibilty.
- **Joining local groups.**
  The Chamber (Jan 2025) was a game changer. Prospera (Jan 2026) is already delivering results through training and resources.

What we tried.

We explored several marketing and advertising options early on to build awareness and attract customers.

- **Digital ads**
- **TV commercial**
- **Google Ads**

While these efforts helped us get started, they didn't deliver the results we needed in our specific market the way in-person connections and referrals did.

What we learned.

- **People over platforms.**
  In-person interactions and referrals create the most solid business relationships.
- **Focus fuels growth.**
  Refining our focus toward B2B clients and raising prices has strengthened our business
- **Consistency wins.**
  Showing up, staying involved, and never giving up.

Building Community Awareness

- Attend 1-3 networking events per week
- Wear branded PostNet apparel everywhere
- Sponsor special events and local organizations
- Ask happy customers to "tell your friends and neighbors!"
- Advertise in the Scout Guide alongside high-end local brands
- Answer every Google review personally
- Let every Field Print customer know what we do

The relationships we build in our community are the foundation of our business."

Proud moment

"I have never advertised for hiring. Every employee I have hired has asked me to work at the shop because they love the vibe and the space."

Biggest Lesson Learned

Business ebbs and flows, one bad month won't kill you, when you think you are done– just keep going!

Advice For New Owners

Work with what you have! Learn and refine the services you are able to offer in-store with what you have initially - your production printer, wide-format, mailboxes, and finishing equipment. Investing in more equipment to offer more services can wait.

POSTNET