

# In Business, Two Heads are Better Than One

by Timothy Hosey

The next time you're in one of the public bathrooms of Bloomington (probably in a restaurant) look up in front of you. If you see a magazine-quality set of ad displays in front of you, you've just met a new business, "Your-N-Sight," and its owners, the Baker twins, Andy and Chad.

Andy and Chad Baker are identical twins from Nashville, Tennessee. In fact, they are so identical, it's like talking to a person in stereo. You can't tell them apart except by their different colored shirts.

They speak with the same tone of voice, have the same vocal inflections, use the same body language and each even finishes the sentences of the other without interrupting or missing a beat. They just might be taking the idea of coordination and teamwork in business to a new level. They came to Indiana University last year as freshmen. "We chose IU because it was within driving distance of Nashville," said Andy, "and because we wanted to learn entrepreneurship at the IU Kelley School of Business."

They started down the entrepreneurship track, but this year switched to taking management classes at the School of Public and Environmental Affairs (SPEA). "Most of our classes are still business classes, mostly management," said Andy, "But we will graduate from IU with a business certificate."

They started as entrepreneurs at an early age. "We sold pencils to compete with our school bookstore," said Chad. "We had a DJ business and a grocery delivery business. And I had a small car detailing operation."

They still have part of that early entrepreneur

## Interview

### ANDY & CHAD BAKER Owners, "Your-N-Sight"

empire running. "We had 50 vending machines in Nashville," continued Chad, "But we sold some off. We're down to 20. We still drive to Nashville about once a month or so to service them."

Although there are no entrepreneurs in the Baker family, they feel they did learn their intense work ethic from their dad, a broker with Merrill Lynch. They do have a younger sister. "She rolls quarters for us," said Chad.

They feel they have also learned their entrepreneurial skills from friends in Nashville. "We go back in the summers and work with friends like one who bought a steak chain out of bankruptcy and is turning it around," said Andy, "We help work out details and do marketing." Their first business idea for the Bloomington market was a "permanent" discount coupon, called "The Cash Card."



The Fabulous Baker Boys—entrepreneurial spirit personified.

"The idea of the card," explained Chad, "is to be a permanent discount card a customer will carry with him always and use over and over." Printed in red and white, it's twice the size of a credit card, laminated and offers ad messages on both sides.

"We started working on the card last year," said Andy, "When we went home last summer, we worked out the details. We started it the beginning of this summer."

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The card offers discounts from local businesses such as a donut shop, an ice cream shop, a restaurant, an eye glass center, a bank and so on. "But we also offer free space to worthy causes such as Hoosier Hills Food Bank and the Red Cross," Andy added.

"Our second semester card comes out January 9," said Chad, "It also covers the summer months, so it's actually a better deal."

"We plan to put \$5,000 in radio behind the card," said Andy, "And we have a lot of cross-promoting coming."

And then there's their bathroom marketing operation, "Your-N-Sight." It's a business advertising to people in bathrooms, or more specifically, people in bathrooms who are a, well, captive audience.

"We did the research last summer and had it up and running this past January," said Chad, "We copied a model in Nashville where the idea is huge. We now have 30 locations in Bloomington. All are high traffic areas, mostly restaurants. All are above urinals or on the back of stall doors."

"Of course, we're after the captive audience in the bathrooms," continued Andy, "The industry says we have from 30 seconds up to two minutes to make our ad message."

"We give an advertiser an exclusive per board, four ads per board. Our advertisers have at least a three-month contract, but they can change the ad every month."

"We're using freelance designers and IU students to do the artwork. All ads and copy are magazine quality."

"We're out selling the ad space now. Our selling keys are high traffic areas, very niched audiences that we're hitting right into and audiences with more disposable income."

"We believe we are a great ad value pricewise. One month with us equals a week of radio."

And what else will be coming out of the Baker Twins at some future time?

"We're always coming up with new ideas," said Chad, "For instance, right now we're thinking about a 'Where-To-Go' advertising idea. It would be a display containing advertisers' materials in the lobbies around

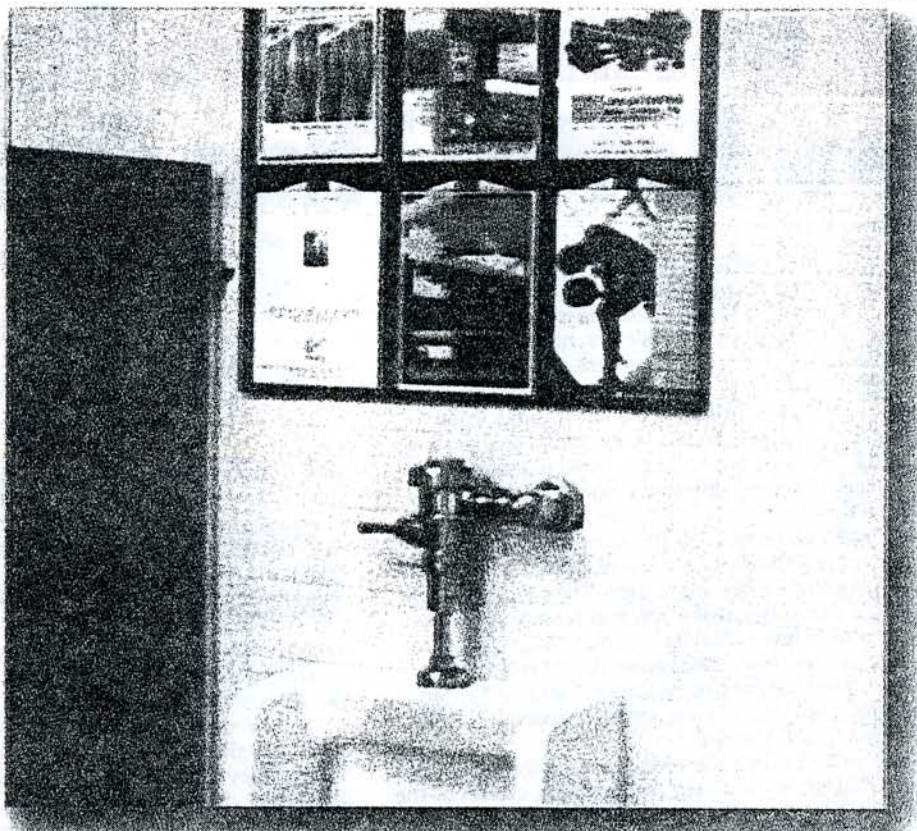
town. It would be very low cost. It would offer customers information on where to go for dining, entertainment, shopping, services and attractions. And we're messing around with hotel guides in rooms."

"Long-term, we'll move on to web site information," said Andy, "We've already registered about a dozen domain names."

The twins feel their overall business keys are persistence, courage and customer service. Andy said, "We're not afraid to knock on every door every day. We'll do whatever it takes to get the job done. And we're great cold callers."

"Our other key is we offer great customer service," said Chad, "We work extra hard to make sure our customers are happy. If advertising with us doesn't work for them, it doesn't work for us."

Anyone who doesn't believe two heads are better than one needs to meet the Baker twins. Not only do



The future of advertising? The Baker brothers think so, and are trying to capitalize on this untapped advertising resource.

they prove that in business two heads are indeed better than one, but so are two mouths selling, two brains coming up with new ideas, two sets of hands doing the work and two wills focused on success.

Andy and Chad Baker and "Your-N-Sight" can be reached at 812/335-2020. |;3|