

# Time for **The Busted Knuckle Garage**<sup>®</sup> Change

MEET OUR E-COMMERCE MAKEOVER WINNERS, WHOSE ONLINE SALES ARE SET TO SOAR.

BY  
GWEN  
MORAN

**Never underestimate** the power of a good makeover. That was the message behind the e-Business Boost Challenge, sponsored by Entrepreneur magazine and ProStores, an eBay company and full-service e-commerce solution for SMBs.

However, this makeover wasn't about fashion and grooming. Instead, the winners, who were announced on June 13 at the annual eBay Live! convention, held this year at the Mandalay Bay Hotel and Convention Center in Las Vegas, received a complete overhaul of their online sales efforts. More than 500 entrepreneurs operating online or through brick-and-mortar stores submitted entries describing their businesses and products as well as why they needed an enhanced online presence.

"We wanted to [encourage] business owners to take advantage of a powerful small-business web solution designed to establish and build an online presence," says Julian Green, director of ProStores. "We are eager to educate entrepreneurs who want to further develop their businesses but don't know how to actualize their growth potential through online sales channels."

Over a five-month period, the six winning businesses were evaluated, and professionals from Entrepreneur, About.com, PayPal, ProStores and eBay provided consulting services to each business, teaching them how to ramp up their online and offline marketing efforts and business operations. In addition, each winning business received a website overhaul from ProStores, complete with integrated e-commerce functions and a one-year subscription to ProStores' Business tier service. Here's a closer look at the six winners, their online challenges and the striking makeovers.

## Warren Tracy, 49

**The Busted Knuckle Garage**<sup>®</sup> 730 Elrod Rd., Prescott, AZ 86305

**Projected 2006 Sales:** More than \$300,000

**The Business:** When Warren Tracy stumbled out of bed in the middle of the night in August 1996 and scrawled a foggy idea on a piece of paper, he didn't realize he had just started his next business venture. A year later, Tracy refined and trademarked that late-night doodle to launch The Busted Knuckle Garage, a gift company that now offers 150 distinctive, branded items for car and motorcycle enthusiasts.

Tracy started getting the word out by promoting skin-care products for mechanics and other hands-on types, such as the river guides he worked with at the Grand Canyon. He began publicizing his products through back-of-the-book advertising in an automotive magazine, and sales increased. When the business picked up some momentum, he quit his job, sold his small collection of cars and motorcycles, and refinanced his house to get the capital he needed to grow the business.

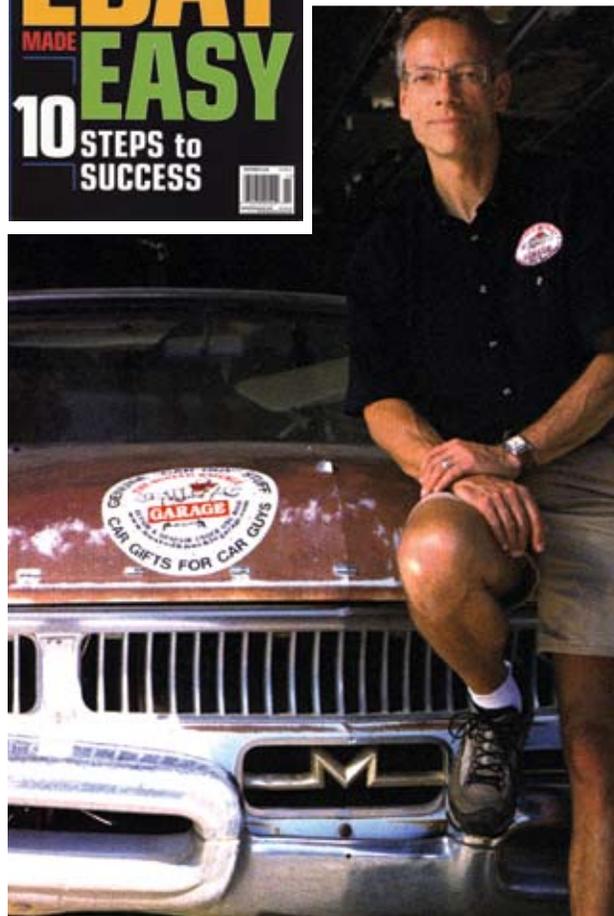
**The Challenge:** Revenue growth has been steady since the company's founding in 1997--Tracy has licensed his trademarked name to other manufacturers and closed a 3,400-store distribution deal for a major automobile parts retailer--but Tracy knew sales through his website could be stronger.

AS SEEN IN



## High gear:

Warren Tracy's new site makes it easier for him to sell his gifts for car enthusiasts on other online shopping sites



"We created retail demand for [our] product and focused on wholesaling to stores and catalog companies," Tracy explains. "We didn't really customize the website to any great extent but watched it grow every year. Someone needed to come in with tools and bring it up [a] level. I raised my hand and said, 'I'm not the one.'"

**The Solution:** Spearheaded by ProStores director Julian Green, the team created a slick new look and a more functional shopping cart for the site, as well as back-end functions that capture more customer information and sales data, allowing the site to handle a greater volume of sales seamlessly. "Through ProStores, Tracy will be able to list items on eBay as well as other comparison shopping sites [such as Froogle and Shopping.com]," says Green. "Managing and updating those listings will help drive traffic to [his] products."

Tracy expects the site and other marketing will result in an uptick in referral business: "I believe we've built something so friendly and so inviting that new and existing customers will be extremely motivated to tell their friends and family what they've discovered."

[www.BustedKnuckleGarage.com](http://www.BustedKnuckleGarage.com)  
928-708-0897