

2021 Mattress Buyers Research: Click to join The FAM and gain FREE access!

OCTOBER 25, 2021

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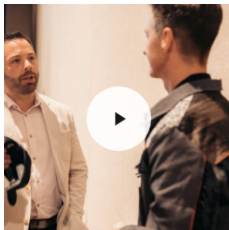
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Welcome to The Fam

A mattress media hub filled with audio stories, The FAM is mattress podcast heaven and packed with audio, articles, news, and ideas from bedding business experts who want to help you improve your business.

Text us now and get The FAM's 2021 Mattress Buying Research!



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The top three things consumers want may not be what you think.

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The Sleep Store Of The Future

In our book, "Come Back To Bed," we talk about the importance of defining what business you are in. Are you in the mattress business or are you in the life improvement business? It's an important distinction because they deliver much different margins and require a different approach in just about every aspect of your business.

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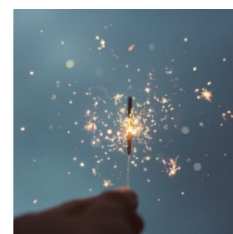


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Venus Williams teams up with GhostBed to launch new mattress line.

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Let me start by saying that I have known Alan Vonderhar from Miskelly Furniture, also known as Dr. V, for a few years now, and he is one of my favorite people in the industry.

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Sleep Stories



Peanut Butter or Lettuce Tea: Which Helps More with Sleep?



The Lord God Wants You to Sell Sleep



The Adventures of Mattman: Caffeine-Free and No Freak Out (Ep. 6)



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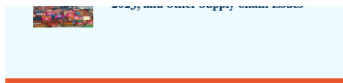
Sleep



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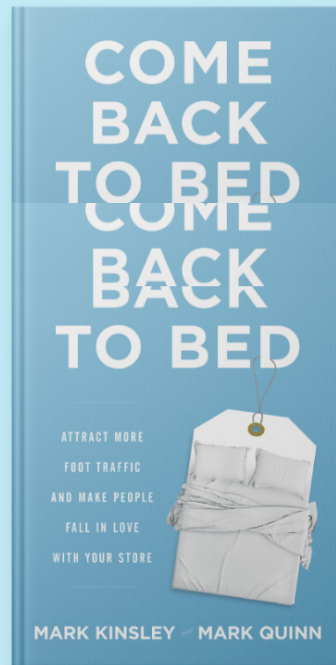
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