

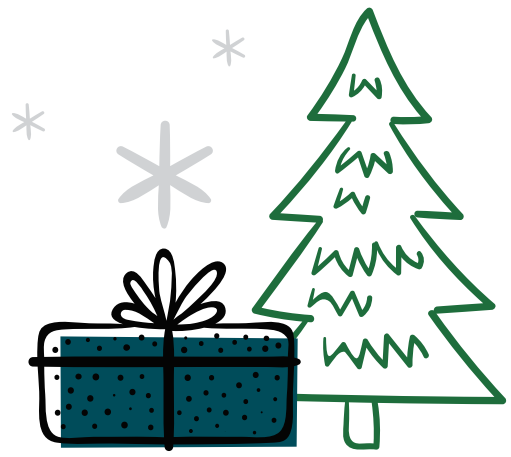
Holiday

POP-UP BOUTIQUE



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Instructions:

A great idea for a Holiday Pop-Up Boutique is using the trunk of your car! You can contact customers and visit their neighborhood, home or business! You can contact businesses you partner with or would like to partner with and ask if you can set up a Pop-Up in their parking lot. Tell them you would love to pamper their employees and clients with free product drawings and great gift giving services. You can also offer them a deal on their own gift giving needs, either personally or for their business. You can set up a display table instead of your trunk if you would like.

- Play Holiday music to invite people in.
- Be prepared with gift bags to package on the spot.
- Price your gifts, include taxes & round up to the nearest dollar.
- Have gifts ranging from \$10-\$200+

Words to say:

Practice what you will say out loud a few times before calling or walking into the business.

Contacting a Business...

"May I please speak with the manager/owner? Mr./Mrs. ____, this is _____. I own my own beauty business and I'm calling other businesses in this area to offer my executive holiday shopping services for your special clients and employees. May I have five minutes from your busy schedule to explain my services?"

"I travel to different businesses and set up a Pop-Up Boutique of my specialized gift options to offer a convenient shopping experience for your busy employees and clients. They can stop and browse the gift sets and options and check out all of my free services. It will be laid back and fun and they will be able to enter a drawing to win free product. Does this sound like something that could benefit your business/employees/clients..?"

Contacting Friends/Family/Customer...

"Hey (name)! I wanted to see if you would be interested in getting a deal on some of the gifts you will be purchasing for the holidays? I am traveling to different areas to set up a Pop-Up Boutique of my specialized gift options to offer a convenient shopping experience for the holidays!! Could I set one up in your neighborhood? I will basically have everything set up in the trunk of my car and you can invite friends and neighbors over to stop by and browse different gift sets and ideas as well as check out all of my free services. It will be laid back and fun and they will be able to enter a drawing to win free product. There will be rewards in it for you as well!"

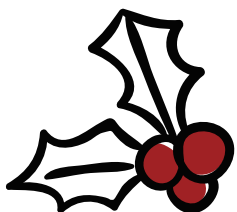
"Hey (name)! I wanted to see if you would be interested in getting a deal on some of gifts you will be purchasing for the holidays? I am traveling to different areas to set up a Pop-Up Boutique of my specialized gift options to offer a convenient shopping experience for the holidays! Would you like to host one? I will basically set everything up and you can invite friends and neighbors over to stop by and browse different gift sets and ideas as well as check out all of my free services. It will be laid back and fun and they will be able to enter a drawing to win free product. There will be rewards in it for you as well!"

MAKE DIFFERENT HEIGHTS IN TRUNK

level 3

level 2

level 1





Trunk shows

{STOP & SHOP}

- Place a plain **TABLECLOTH** in the base of your trunk. Now you are ready to place your gifts inside. Set them according to height and size.
- You could use boxes under the tablecloth for different dimensions.
- You could include a little **CHRISTMAS TREE** or **SNOWMAN**, maybe even some battery powered **CHRISTMAS LIGHTS!**
- The idea is to make your store as **PRETTY** as possible.
- Your car should be **CLEAN** at all times inside and out.
- This is your store therefore, it should be inviting. Have your favorite **CHRISTMAS MUSIC** playing softly.
- Your car should have a great aroma...you can have an **AIR FRESHENER** with Christmas scents or just spray your favorite **MK FRAGRANCE** in the car {you are sure to sell plenty of that one}.
- You may even want to have some **TREATS** in your car for your customer such as **HOT CHOCOLATE** and **HOLIDAY COOKIES/CANDY!** Have a list with the cost of all items in a notebook handy. Also place the price of your gifts on the basket...back, side or bottom.
- Your price should include taxes and round up to the **NEAREST DOLLAR**. Have your sales tickets ready to fill out quickly. Your calculator and change should be ready in your money bag for easy access.
- Keep your cost of items for décor to about \$5.00 or less. If your mark up price is much higher than the actual product, you have over priced the basket for the best sale.
- Create **GIFT ITEMS** in various sale categories ranging from \$10-\$200. The best & most popular price range is \$25-\$45.
- Use **WIRED RIBBON**. It is best because it reshapes easily.

HAVE AN

amazing

HOLIDAY SHOW!

