Pop-Up Checklist

HOSTESS NAME:

POP-UP DATE:

BOOKED FROM:

POP-UP TYPE:

REFLECTION:

GUESTS:　　**CUSTOMERS:**

SALES:　　**BOOKINGS:**

VIP GROUP JOINS:

HOSTESS RE-BOOKED:

PRE-POP-UP TO DO LIST:

- ○ Ask hostess what her rewards, Elevate Days, and guest # goals are
- ○ Add hostess on FB / Instagram + to VIP group (if you have one)
- ○ Invite hostess to look at info about being a Partner and making this her launch pop-up

POP-UP TIME CHECKLIST:

3-7 DAYS BEFORE
- ○ Give hostess a script to use to invite her friends (script suggestion is linked in the QR code above)
- ○ For online: create the Messenger or Instagram thread for the pop-up and add hostess

1-3 DAYS BEFORE
- ○ Check in with hostess on the number of guests & encourage her that she's doing a great job
- ○ Give hostess a welcome post script (for online) or script to text as a reminder about event (for in-person)
- ○ Give hostess shopping link or instant pop-up link and script to send to "no's"/ those not attending

DAY OF
- ○ Encourage last-minute invites

END OF POP-UP:

LAST DAY
- ○ Share the # of orders needed to hit goal and reminder that it's the last day to shop
- ○ Have hostess follow up with those who were texted instant pop-up
- ○ Ask each attendee to see if getting their faves for free + helping more women sounds fun to them
- ○ Remind Hostess she can be a Partner with a join collection coupon

CLOSING
- ○ Complete Hostess Order
- ○ Share the impact they made (# Elevate Days sponsored & the Artisan Partners they helped)! (for online)