

SPRING 2024 *Plan* YOUR WAY

As a partner, you help women claim the freedom and opportunity they deserve through sustainable business.

LAUNCH POP-UP

Schedule your launch pop-up! Invite friends & family to start building your contact list & spreading the word about your journey with Trades of Hope. Invite each guest to have their own, too!

VIP GROUP

Make a group on FB, invite your friends, family, & customers. Share purposeful content, not just about TOH. Share 80% useful, joyful, hopeful information and 20% about TOH.

INTERNATIONAL WOMEN'S DAY

Gear up for an exciting day, March 8th, where we recognize and celebrate who women were created to be!

NEW RELEASES

Keep an eye out for releases, sales, and emails shared by the Home Team. Share these in your VIP groups, by reaching out to your contact list and in pop-ups or events you have going on.

MYSTERY POP-UP

Hold a Mystery Pop-Up! At the end of the Pop-Up do a drawing so one of the purchasing guests will get to have all of the Pop-Up Rewards!

VENDOR EVENTS

Find some local craft fairs or vendor events and get out in your community! Meet new people, share the TOH story, and spread hope!

INSTANT IMPACT POP-UP

Use this Pop-Up format for those that may not have time to do an in-home pop-up or virtual pop-up.

ADVOCATE LINK

Think of **ADVOCATING** as a Pop-Up and the Advocate is your Hostess! Create a pop-up link your advocate to share their link with friends throughout the month while earning rewards for herself!

SPRING MARKET

Gather some friends together at a local coffee spot and hold a spring themed party to share perfect ethically made gifts and home decor! Have a giveaway, play games, and share laughs together!

FOLLOW UP

Personally follow up with a thank you card, personal message or text to any past customers, VIPs and pop-up guests. Invite each person to have their own pop-up this month.