

Pop-Up



FIX



Fast Foil



Sip & Paint



**Stylist
Meetups**



Swatch & Play



Toning

THE PERFECT STEPS FOR A SUCCESSFUL POP-UP

1. Confirm the Location and Choose Your Topic

Find a salon host & work with them to confirm

- Location
- Date
- Time
- Topic

2. Identify and Invite your Guests

- Invite your never ending list OR offer to swing by a salon in your area
- Invite early and consider using something like e-vite or a Facebook event to keep track of attendance

3. Handle Pre-Event Responsibilities

- Stay in touch with hostess, confirming number of your attendees
- Look for social media opportunities to drive attendance
 - Reels & stories
 - Before/after of the product you're doing a pop up for on your social media
 - Host a live w/ another associate to chat about the pop-up
- Start gathering your products & tools needed, which you can find on your pop-up card!
- Arrange for the hostess or someone to take pics and short videos day of Pop-Up

4. Execute the Day-of-Event Tasks

- Arrive 30 minutes early (if possible)
- Set Your Station
- Greet attendees as they arrive
- Start On Time with your Introduction
 - Your name
 - 2 to 3 things about yourself
 - Why you are excited to share ____ today and how it has changed your business behind the chair
- Use your pop-up card as your outline/guide for conversation
 - Be sure to leave time for your attendees to experience the product themselves (if applicable) and ask questions.
- Offer to come back if any of the other pop-ups interest them
- Share your linked tree, FB, IG handle so you can stay connected
- THANK THEM for their time!

5. Follow Up After the Pop-Up

- Send a thank you text to hostess for having you
 - Bonus points if you follow it up by mailing a handwritten thank you card
- Follow up with any attendees that you said you would
- Connect with attendees on social
- Post pics and Reels, tag attendees
- Add attendees to your never-ending list and/or Stylist Sheet