

# OPEN A POP-UP SHOP

## What You Need to Know



### Ready, Set, GO!

Maximize your pop-up; move-in and set-up in a short period of time



### Payment

Consider how you will accept payment from customers



### Bookkeeping?

Develop a plan for how you will track sales and collect/remit taxes



### Insurance

You need to secure commercial liability insurance (or event insurance, if short-term)



### Make it Shine

A coat of paint and cleaning transforms drab to fab! Your window draws customers. Make it pop!



### Be Flexible

Assess what's working and what isn't and be prepared to adjust your approach

## Tips for Promoting your Pop-up Business



### On-line Presence

What platform do your customers use? Get on-board and make yourself known

### "BUZZ"

### Make Some Noise

Make your opening an event with balloons, live music, a contest, and invite the local papers



### Simple Signage

Use a chalk board A-frame sign on the sidewalk to draw attention to your shop. Attach balloons too!



### Reach Out

Develop relationships with existing businesses; how can you help promote each other?