

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?