



# Build Local Connections with a Pop Up Shop

...an effective way to meet new customers

At a recent Direct Selling Association meeting, we were told that a huge reason people do business with a direct selling consultant is because they want to support a small local business.

This statistic makes it all the more important to highlight that fact when we approach someone about L'BRI. What ways can we use to incorporate this motivation into our daily business building strategies?

Here's an idea that you will want to try to expand your business and reach new customers, hostesses and consultants. As a business owner, you want to build your business. And, so do other small businesses in your area. Which means collaboration between you and a small business in your community is a match made in heaven.

Get started by reaching out to people you personally do business with, who will be more open to listening, and focus your strategy on businesses that are the best branding fit. In other words, whose ideal customer is your ideal customer? The majority of current L'BRI customers and Consultants are women. So where do women hang out? Where do they go?

## Where are your ideal customers?

Create a list of potential businesses that are a good fit. Where do women gather?

Boutiques

Women's gyms/fitness/yoga centers

Spas

Restaurants

Kids' gyms/dance classes/after-school programs

Wineries & wine shops

Nail & Hair Salons

Ladies' golf spots

Pottery centers/art studios

## How can you approach a local business?

The best time to approach local businesses is when you're wearing your 'customer' hat. So while you're having your hair done, stopping in for lunch or finishing up your work-out, ask to speak with the manager or owner. Then say something like this:

*You: "Hi (manager/owner name)! My name is (\_\_\_\_)! I'm a woman business owner in the area (reminds them it's good for business to help women). I'd love to refer you to my customers. I even have an idea for you that could help us both find new customers. Have you ever heard of a Pop-Up Shop?"*

LISTEN...then tell them about your awesome idea to Pop-Up at their location the next week with special offers and free door prizes for their customers – who will want to invite friends to join in the fun. Offer to provide a colorful, fun graphic they can share on their social sites to get the buzz going.

Hopefully the answer is "Tell me more!" or "Let's do it!" Chances are they'll give the idea some thought and set a date. Or, the manager/owner might need to get back to you. Leave them a business card, ask for their card, give them a catalog and proceed to the next step.

## How can you follow up?

Yay! You got a business card! Now LIKE their business Facebook page and share it with others to show that you're sincere about helping this local business grow their business.

Follow up immediately with an email – or better yet, write a personal note – to build the relationship. In the message, recap the details of your initial conversation. End your follow-up with your next action step. Say, *"Call you in a few days to see if we can work together to boost your biz with a fun Pop-Up shopping event!"*

Get some girl power going! Keep approaching the local businesses on your list until you've packed your calendar with as many events as you can fit in each month! Where will YOU POP UP SHOP this month?