



Your One-Stop for Pop-Up!

[www.myperfectpopupshop.com](http://www.myperfectpopupshop.com)

## How to use a Pop-Up Shop for your Business - A Basic Guide

A light-hearted, easy to read guide  
from award-winning author Daisy White.

This booklet starts your journey from 'Pre-Pop' to 'Post-Pop'!  
Includes top tips, case studies, and a wealth of useful advice.



# **'How to use a Pop-Up Shop for your Business - A Basic Guide'**

**'A light-hearted, easy to read guide from award-winning author  
Daisy White.**

**This booklet starts your journey from 'Pre-Pop' to 'Post-Pop'!**

**Includes top tips, case studies, and a wealth of useful advice.**

Copyright My Perfect Pop-Up Shop/Daisy White (2016)

Logo Design and Cover Design by BlueFlameDesign

No part of this booklet is to be reproduced or translated digitally,  
in hard copy or in any other format, without the author's consent.

## Chapter One

### Why Pop-Up and What is it?

Pop-Up shops are a great way to introduce a new product to an existing market, test a new business idea, and of course, they kick butt when it comes to marketing and PR opportunities. If you're still wondering what on earth the fuss is all about, here's a quick rundown...

Pop-Up shops have been around for a few years now, with Patrick Courrielche being widely credited as the 'Father of Pop-up' when he launched a one-day 'Ultimate Mall' event in 1997 in Los Angeles. The USA continues to lead the way innovation-wise – pop-up organic beef restaurant on a million acre ranch anyone? Pop-up cinema underground in an abandoned cave network? Pop-up fashion store on top of a skyscraper?

In 2015 there was even a pop-up (or pop-down!) underwater dive shop. The brainchild of LA-based label, Fourth Element. Marketing director, Jim Standing, the actual mechanics of making and underwater shop fell to two dive instructors, Martin Robson and Tim Clements. The shop took four divers, ten hours to set up and stocked, amongst other things, exclusive (and wrapped in waterproof packaging!) Fourth Element T-shirts.

You can find more inspiration from around the globe in our blog 'Around the World in Eighty Pop-Ups' >>>**HERE**

That isn't to say the rest of the world has been slack when it comes to the pop-up phenomenon, after all, anything from a burger van to a one-day jewellery store comes under 'pop-up' or 'flash retail'.

London Underground, in conjunction with UK marketplace leader Appear Here, hosts a regular pop-up slot in the UK's capital, whilst Berlin has a whole street dedicated to pop-up, and Paris pop-up markets are the place to nab a fashion bargain. Top brand BooHoo followed up on their New York pop-up success by setting up in a similar fashion on the Rue Saint Honore. It could be said that for fashion, pop-up is the new black!

Some of today's biggest brand names and event management teams have used pop ups, from Sony, to Gucci. Celebrities often have their own pop-up or flash retail events too, with pop-up restaurants in Cannes, or clothing stores in New York.

Basically pinned down, pop-up is something that isn't permanent, something new, exciting, something different and fast-moving. In an age of technology and social media, we get bored in seconds, so pop-up fits perfectly with our ethos. We also like to acquire things that nobody else has – shopping, experiences, selfie moments (!) so this is a great way of building a buzz around products and people. Exclusivity always tastes good!

Innovation is an over-used word when it comes to entrepreneurs, but is pretty apt here. The definition changes every time someone pops up, so let your imagination run wild. How will you change the definition?

For me, pop-up has a very really and serious part to play in the world of business. How many thousand start ups will begin life at their kitchen tables, and how many have aspirations to own a shop on the high street? How many millions of us will start their own business this year, and how many more next year? Chances are they will be using pop-up in some shape or form. Whilst start-ups are great news for the economy in general, there will be many for whom their ultimate plan is to secure bricks and mortar on the high street – be it retail, a bar or restaurant, or even a gym, and how hard will that be?

Got an elusive dream of owning that high street store? Even suppose your online business starts to become very successful indeed, high street rentals and rates are still crippling independent business, despite recent rate reductions and financial incentives from smaller rentals/businesses.

This has in turn led to many of our high streets becoming a very sorry sight indeed, avoided by savvy shoppers, who divert online to find their one-off fashion pieces, their stunning bespoke jewellery, or must-have baby product. Pound shops, coffee chains, charity shops, and generic high street giants dominate many previously thriving towns, and even these are all too often interlaced with the familiar 'To Let' signs.

Your pop-up, even if it is simply a one-off and part of your overall marketing plan, will help to fill an empty space on the high street, to give shoppers a chance to meet you in person – arrgh, *face-to-face*, (I know, a terrifying thought for some of us) but we don't do enough of that anymore, and I promise, people are interested in what you do. Physical interaction is a key part of your pop-up.

Start thinking now about the type of pop-up you hope to achieve. You can use a shop, a railway station, marketplace, gallery, airport, mobile catering van...

You can simply pop-up your product in someone else's shop – rent a shelf, a rail or table. There are major disadvantages to this as you miss that physical interaction, but if time and budget is limited, and your product can speak for itself, then do it!

How about a space in one of the supermarket chains? Tesco, Sainsbury's, or a garden centre chain (Try [www.PromotionalSpace.co.uk](http://www.PromotionalSpace.co.uk) for a wide choice of spaces, but this type of pop-up can be more suited to those recruiting for franchises/charity workers, so pick wisely). Just because you are bang in the middle of an area with high footfall doesn't mean it is *the right footfall*.

## Chapter Two

### You

So where do you fit in?

Ask yourself honestly what you hope to gain, and whilst you are formulating your list, continue browsing areas and options. Try checking out our Pop-Up Marketplaces in our Pop-Up Professionals Directory, for some great ideas, and to get an idea of price point >>>**HERE**

A quick word on Marketplace Providers . It works, it makes life easier, and it is ideal for top brands and first-timers. These guys are big players in the pop-up marketplace, both in the UK and abroad. They offer hundreds of pop-up spaces from regular stores to quirky one-off spaces. These people make it *easy* to pop-up, and for anyone who has commitment issues (*not* talking relationships here), or has their eye on a shelf in someone else's shop for their pop-up, there are also many to browse.

Back to you;

- Perhaps you already have an amazing product, and it is selling well on line. Maybe you have already dipped a toe in high street trading with the local markets (excellent and affordable, especially for foodies) and fairs. Now you want to grow...
- Maybe you are right at the beginning you have just started work on your Big Idea. You have some product and want to know what people think...
- Maybe you even have a successful high street shop and want to test a new area...

Pop-up can work for all sorts of stages of business but firstly, please bear in mind the 6 p's of pop-up;

- **Piss**
- **Poor**
- **Planning**
- **Prevents**
- **Perfect**
- **Pop-Ups**

Right here and now, when you have collated your pop-up research, but *before* you start applying for spaces in Covent Garden, Brighton, New York and Edinburgh... make a *plan*.

Make a list of your ideal outcome, and next to it put down the worst case scenario. For example, start with the obvious;

- **Aim;** Sell lots of products.
- **Best scenario;** Sell out numerous times and make a profit
- **Worst scenario;** Not sell anything at all. Zero. Zilch.

What would you do in each case? Obviously the former is a far out leader, but brings its own issues – you need to be able to access extra stock if you need it. Tough for someone who is trying to staff a shop at the same time, but who is needed to actually make more product by hand.

Equally, for the latter the excess stock ordered might be wasted, thus draining your financial bottom line. For other aims, think outside the box. How can you use this exciting opportunity that you will create?

- **Aim;** Get great PR.
- **Best scenario;** renowned blogger shops with you and gives your products a glowing review on social media.
- **Worst scenario;** Renowned blogger shops with you and says your products are rubbish, trashing them on social media.

Again, you need a plan – it is unlikely that the latter would happen if you have planned and tested your market correctly, but everyone does have the right to a personal opinion on just about anything, and these days they will exercise that right all over social media without a second thought. As an author, I know all about bad reviews! Luckily, the good ones outweigh the bad, but be warned, you will get both.

Bad feedback is something you will encounter during business and you simply can't please everyone all the time. Deal with it, and take what you can, ignoring any vitriol. I know - easier said than done!

Below are two case studies, totally different types of businesses, but both decided to pop-up for a month in a town centre shop. I hope that by browsing these you will be able to build up a clearer idea of your own pop-up aims and #popgoals.

**Bee Cosmetics** is the brainchild of husband and wife business duo Derek and Elizabeth Ready. The company produces a range of soaps, cleansers, creams and candles, not to mention pots and post of wonderful honey. Before they popped up in a shop of their own Derek and Elizabeth were already successfully selling through their website and were regulars at trade fairs and farmers' markets. The branding was spot on, the product is still very on-trend, and they were established locally. Their aim was to gain more market awareness and spread the word about the health and beauty benefits of their bee products. They achieved far more during their initial pop-up month. Not only did **Bee Cosmetics** consistently sell out of their most popular products, they were a first choice when the BBC wanted to film and up and coming local business.

Due to their hard work and planning Derek and Elizabeth not only created this opportunity, but when the television slot was shown they were ready to capitalise on the vastly increased customer base. The website, which previously reported a few hundred hits a week, went to a few thousand a day, and production went into overdrive as many products sold out online and in the pop-up shop.

Deciding to keep their company small and not take on extra employees or new premises, despite offers, was both a personal and business decision, but Derek and Elizabeth are now serial popper-uppers!

[www.beecosmetics.co.uk](http://www.beecosmetics.co.uk)

**Wacky Sue**, operated and owned by Sue Tanner is a crafting business selling beautiful handmade gifts and household items. Sue also makes bespoke items to order. She decided to pop-up in order to gain more knowledge of her customer base, and increase her business skills. The online shop generated a certain amount of income, but needed more exposure.

Probably the thing Sue hoped to gain most was an understanding of her USP. There are, after all many crafters out there starting a business from their skills.

I was in the shop supervising move in day when Sue arrived, and unloaded box after box of stock. She then proceeded to set up, displaying an instant flair for visual merchandising.

The most amazing thing about Sue, and what eventually became her USP, is Sue herself. Her range of crafting skills is so extensive she produces hundreds of intricate pieces on a weekly basis – from stuffed animals, to doorstops, to cushions, to blankets and quilts.

Sue also became a serial popper-upper after a successful month in the shop. She added a surprise extra string to her business bow by listening to customers and interacting with them too. Customers liked to watch her busy crafting in the shop and when a few began to ask for lessons, a new aspect to **Wacky Sue** was born...

[www.wackysue.co.uk](http://www.wackysue.co.uk)

I'll just add one final thing. When you are planning, and you must, *plan for the worst*. Make sure your pop-up is only costing you money you could afford to lose – don't blow thousands on a straight up gamble. Add *everything* to your business costings. Many people forget to factor in;

- Parking whilst you are staffing the shop/bus fare/petrol
- Transportation of goods to set up and take down
- Extra biz cards/banners/signage
- Shop props – display items etc.
- Lost earnings – lots of you are trialling their new business idea whilst still being in full or part-time employment. Can you use some annual leave whilst you pop-up?
- Childcare. Big factor for families.

As well as financial, now consider your time and ongoing commitments – family/school run/elderly relatives/current job.

Take all this into consideration and honestly ask yourself whether you can do this, and if so - are you looking at a month, a week, a weekend or even just a day of pop-up?

Would you be better off looking to just find a shop that will stock a shelf of your product? A shop share with like-minded entrepreneurs? A festival camper van? Local market? There are so many pop-up options, as you will have discovered from your research, that you are bound to discover the perfect one for you.

Now you have written down your aims/hopes and listed your financial and time commitments and limitations, you will have a rough idea of the type of pop-up you are

aiming for. Some people are still a tad blinkered when it comes to pop-up and simply hope to make as much money as possible, and before you say, '*Duh* that is the idea of a business - to make money!' consider that if you approach your pop-up correctly you can gain a huge amount, even if your Worst Case Scenario (aka nightmare) happens and you don't end up selling a single thing.

What else matters apart from product sales? I'm taking about FREE PR, FREE marketing, and FREE customer feedback...

**Free PR.** Who doesn't want this? And have you seen how much it costs to hire a professional? Remember our first case study, **Bee Cosmetics**, and the power of primetime TV? Your pop-up is the perfect opportunity to announce your presence to the world, and get to know your local press (as a rule they are delighted to find an interesting, enterprising local business with a well-edited, catchy press release, and a few high quality photographs).

- Don't stop at local papers either. You may have a story of National interest, and you may be able to get slot on your local TV news round-up, or radio. Aim high and cultivate any contacts.
- FYI you should have at the very *least* have 3 press releases, depending on duration of pop-up;
- Pre pop-up – '*Introducing...*'
- During pop-up – '*Ta-da, and use this voucher to...*'
- Post pop-up – '*A huge success with thanks to...*'

FREE PR = job well done, so be aware of the opportunity.

**Free Marketing.** Again, of *course* you want this for your business. It really is a no brainer, and there are many excellent books on marketing that you can read, digest and apply. Also again, it costs money to hire a professional, so here is a perfect on-a-plate opportunity to DIY your business marketing.

- Organise an events/blogger evenings/freebies/goodie bags/a mini fashion show or just stand outside smiling with a tray of delicious sweeties/stunning jewellery. Get your friend send family along to your event and invite everyone you know, business and personal. If you are shopsharing team up with your fellow entrepreneurs, and use your energy to create a buzz...

**Free Customer Feedback.** A chance to interact with your potential customers – run a competition in local magazines and newspapers, with vouchers, and use in-shop giveaways in exchange for additions to your mailing list. Remember our second case study, **Wacky Sue**? She needed another business angle as well as her USP, and eventually the customers themselves suggested it!

If you are naturally more introvert (me too!), then every time you go into your shop, invent a character to hide behind. It could be a fictional one, a reality star, or just your ‘business face’. It is you, but it isn’t. BTW your character is the same as your social media you – more cartoon, funnier, crazier, larger than life without being overwhelming.

## **Chapter Three**

### **Location, Location, Location**

You've decided to pop-up, and you want to pop-up in a high street shop.

You've done your business plan, and decided which option works for you. Hell, you've even done some press releases all ready for the big occasion. Before approaching landlords, or logging back onto the rather fabulous glossy websites of Appear Here and We Are Pop-Up, consider your location.

*No footfall = bad location.*

*High footfall has to be the RIGHT footfall.*

Despite evidence to the contrary there is still a belief that you can throw a pop-up shop down in any old empty unit, and it will regenerate that area of town. It won't, especially if you are only there for a week/month. No matter how beautiful that old building and how much of a bargain it is, if the only people who go there are those looking for little white tablets/blue powder etc, it is not worth the time, effort and money. The only exception to this is possibly if you are already a celebrity, have a global brand, are extremely cool and ooze luck in the way that some people just ooze charm.

So, consider carefully where you want to pop-up, which will be closely linked to the aims of your pop-up that you have already filled into the business plan (*obviously you have filled it in - haven't you?*).

It is all very well to wish for that stunning property in central London/Birmingham/Edinburgh, but if you live in a small town in Devon, and you are counting every penny, this is probably unrealistic. Remember you will have to be on hand to not only lug your product up to the shop, and take it away again, but also staff your op-up (or pay someone else to do so, which comes with its own set of issues).

This is where local community pop-up comes into its own. Stake out your home town to the extent that police actually have to move you on. The success of your pop-up begins with location. Who, and where are your customers? Where do they eat/drink?

Now look at the shops already in your area. Who is doing well and who has the dreaded 'For let' sign up? Why?

Now have a look at the fore-mentioned glossy websites of [www.appearhere.co.uk](http://www.appearhere.co.uk) and [www.wearepopup.com](http://www.wearepopup.com) again.

If you find that there aren't any regional opportunities near you, then don't despair – crack on and make those opportunities yourself! Hold tight to your plan and get ready to DIY pop-up. Before you panic, a quick word. Even if you use the wonderful guys above, and take advantage of their seamless booking systems, you will not be able to just pitch up and expect a flood of eager customers.

It is the same when using marketplace providers, or setting up the pop-up yourself with a local landlord - *They give you a space, and then it is up to you.* Just saying...

It goes back to that **POSITIVE ATTITUDE** and **ENERGY**. Yes, there is a reason why those two qualities are majorly and excessively highlighted. Without them you are looking at a pop-up fail. No question – I've seen it.

Two more business cases below highlight the importance of **POSITIVE ATTITUDE** and **ENERGY**;

Carol, was the rawest of start-ups when she decided to test the water with her new business **Little England Homewares**. Her cool, typographic cushions had punchy relevant messages, and her background in accountancy ensured she knew her finances. She was also bursting with energy and keen to learn, so she popped up in her local town centre shop as part of an organised shopshare.

For Carol, the pop-up was the very beginning of her business journey, and although she didn't have many products to sell during that first dip into the high street, she also featured on television (the BBC get around!), and gained the confidence to move forward. Three years on and Carol successfully exports all over the world with her beautiful, bespoke typographic items. She has added bags, and other extras, won business awards, and featured in National publications.

[www.littleengland.co.uk](http://www.littleengland.co.uk)

Sam, sold her car to fund the machinery to start her business. With a young family to support and a high level of family commitments, she had to succeed. And she did. **Inspired Designs** sold out during the first of many high street pop-ups. The intricate laser cut designs featured on glasses, Christmas decorations, pictures, cards, memo boards, jewellery, and now

hundreds of other products have been added, all under Sam's watchful artistic eye. Sam has now started a wedding range, as continues to grow her business empire.

Like Carol, with her positive attitude and majorly hard graft, Sam was never going to let business get her down, and she too has bagged award after award, including the coveted SBS award from Theo Pahitis.

[www.laserinspireddesigns.co.uk](http://www.laserinspireddesigns.co.uk)

I was lucky enough to shopshare with both Carol and Sam, and without doubt both these ladies kicked butt when it came to sheer determination and energy. But it was all positive. No customers? Let's take it turns to go out and round some up! More advertising? How and where? Media opportunity? Let's do it!

To finish the chapter here's an example of someone who didn't have that **POSITIVE ATTITUDE** and **ENERGY** thing going on...

Kaily decided to do a two week pop-up shopshare with friends she met online via a business forum. They were all fashion orientated, experienced online marketers, and were sure their combined skills would help them on the high street.

Unfortunately Kaily was missing that vital pop-up 'X-Factor', and whilst her two shopmates sold dresses, gloves and shoes, she complained they were taking up too much shelf space. Then she decided their displays were too big and she wasn't getting enough window space. By week two, Kaily started not turning up for her shifts at the shop, which annoyed her shopsharers, who were forced to cover for her.

When Kaily failed to produce her share of the stock for a mini fashion show they had planned, and arrived late for the event, her shopmates decided to stop actively selling her products in store. They no longer tried to interest customers in her scarves, and any sales she may have made dwindled into none at all.

Kaily blamed the shopmates for her lack of sales, and took her stock away two days earlier than her contract stated, leaving her poor shopshare mates to cover for her.

Kaily is still trading online, but has decided that pop-ups, for her, are better confined to renting shelf space in someone else's shop. BTW, Her shopmates are both very

successful, and one has now featured in London Fashion Week in 2016, whilst the other bagged a write –up in British fave, Red magazine.

Will Kaily’s shopmates ever want to work with her again, or pass opportunities her way? Nope. Would her landlord ditto? No chance. It is *hard* if your pop-up doesn’t produce instant results, and lack of sales is tough to take, but you must remain positive, and try to turn the situation around. Or, if you still don’t make sales, ask yourself if you can do things differently, and at the very least fall back on all that free PR and marketing.

If you feel you have come to the foot of a mountain, and there is no way round it, people like Kaily, will turn around and walk away, but people like Carol, Sam, me, and I hope, *you*, will climb the mountain without ropes, invent equipment to drill through the solid rock, or just dig your way under it.

Just saying...

## **Chapter Four**

### **DIY Pop-Up. Own It**

Not literally obviously, but metaphorically, take charge of your pop-up destiny. You can, and I did, find your own space to pop- up.

- **Get Experience.**

Local markets are great training grounds (works less well if it is raining though), and Councils' run seasonal events, plus school and community fairs can give you a feel of what you need. If you haven't ever done any of these events try to get out an experience a least one option. This will also give you experience of set up and take down, and a chance to experiment with your display. Do you need extra banners? What products do customers head for, and what sells less well. Why?

- **Location** (again) – you've picked a few perfect spots, and your chosen areas don't feature on any of the big marketplace sites. Oh well, time to put your local knowledge into play. Check out the 'To Let' signs, and approach agents direct, or discover your local council town centre manager and enquire about the possibility of pop up in any of the vacant units. Town centre managers can be very helpful, as it is in their interests to have units filled. Many are genuinely keen to support independent business, and they will know local landlords and agents.

- 

- **Chambers of Commerce** can be helpful too, although many just want you to pay a membership fee. If you aren't interested, then don't join just in a hope of getting that elusive connection. Kent Chamber of Commerce is one I would recommend if you're down that way. They are fantastically helpful, supportive, and run loads of well-attended networking events.

When you have made contact with an agent, and have a possible lead, make sure you are quick to follow up with an emailed one-pager, or hand delivered letter, about your wonderful business. Direct the contact to your website, and add any press you have had. Have you won any business awards? Tell them! Why should they champion your cause to the landlord? This is when your experience in markets etc can come into play – you have

shown you have some experience, even get some references from market managers or organisers of the events you have done.

*'XXX is reliable, organised and cheerful. The product sold well and we are looking forward to welcoming them back for the Christmas Market.'* Sold!

After initial chit-chat, either face-to-face or via email or phone you will hopefully get as far as a meeting. Take your business CV, including that one-pager, a display folder with press, high res photographs, and if viable, a gift bag with a few of your products. Don't forget your business cards. It isn't bribery, its good business sense!

Make sure as well that by this stage you have the exact figures from your business plan engraved in your brain, so you know how much you can afford to spend. Have some dates ready, but be prepared to compromise. Sometimes, you can get a bargain unit at the last minute if you are organised. I once had five days to organise a six week Christmas pop-up in Guildford, Surrey, and we were just finishing a two week pop-up in Ashford, Kent!

Obviously if you really can't do short notice, then say so, but if you can you can nab a prime site and a prime slot. My Christmas slot in Guildford cost me just £1,500 +VAT including all rates and utilities. The agent started at £2,500, but he was desperate to close the deal (the sweaty palms gave it away), so I played the game.

Once you have made and met some contacts, if they don't offer anything immediately, and they may not, keep in contact - sadly despite the number of empty shops around, not many are actually viable for pop up.

There are various reasons for this. They could be stuck in legal struggles between previous tenant and landlord, uninhabitable, subject to a police investigation (yup, I once picked one that someone had just died in!), or just one of many, many shops on the high street owned by a large trust who really doesn't care if the shop is empty for long periods of time. Rather than have it empty for years, holding on for a twenty-five year tenancy, or conversion into housing, why not than let a small business have it for a pop-up? *Pet rant – hell yeah!*

And whilst we are on the subject, the same goes for any redundant building. I firmly believe that instead of waiting twenty years for a new buyer/tenant, many empty spaces

could have housed umpteen dozen small businesses, and contributed not only to the local economy, but also to peoples' dreams. If that isn't worthwhile, I don't know what is!

It is worth mentioning here that if you find a few like-minded entrepreneurs you can try (strength in numbers) to get a community shopshare off the ground. Local business networking groups like Athena, Fabulous Women, BNI, and Business is Great, all have regional groups, and it is worth going along for the initial free meeting just to make contact with other entrepreneurs in the area. Some groups you will instantly connect with, and may well consider joining, others will just be a starting point for meeting new business contacts, or even a few extra friends!

Have a quick look at our TV channel – My Perfect Pop-Up Shop TV for more How To's and Top tips, before you go any further <<<**HERE**

It goes without saying that before you proceed to the next step you need to visit the shop you intend to pop-up in. Poke around inside, check the state of the toilet, or even if there is one! Be prepared to negotiate further, if the loo is boarded up due to asbestos dangers, or the kitchen is filled with two year old sour milk and bin bags full of human remains (probably).

Have a quick measure up, take a few photos and picture where your stock would go... Paypoint? Shelving needed? Will you be allowed to hang rails on walls or must they all be free standing? Anything (apart from dead bodies) left by previous tenants? This can be fitting room equipment, counters, cupboards, display equipment. Ask if you can use it, and if so it will save you a huge amount in 'shop props', and thus reduce outgoings before you have even started.

Have a look at the shop front (and back). Ask if you can get temporary signage up. Can you give the place a quick lick of paint to brighten up dingy walls?

There are rafts of rules about signage so be prepared to be told A-Boards are forbidden, or you can only have a sign if it measures a certain width, or one that doesn't require nail holes... Smile, nod and take it all down. Refer the size, and type of sign allowed back to your business plan budget.

Last look around the shop, before you head home. Like what you see? More importantly can you see your business there?

The next step applies to both DIY and those who have booked with the bigger marketplaces, so read on for your pre-pop-up plan. Not quite as painful as childbirth luckily, but a massive step...

## Chapter Five

### Signed and Sealed

A few things that you will need, totally simplified;

- **PLI.** Even if you are a sole trader you need **public liability insurance**. Usually up to five million, and if you have done markets/fairs you will have been required to produce your certificate already. If not, speak to your insurer and see if it is included. If not, find a company who will do it. Most market insurers will do this for a yearly nominal fee, and most market trader insurance covers you for pop-up. **CHECK IT OUT NOW** and do not leave this until the last minute.
- **Business Information.** Back to the one-pager. You may not be asked for this after the initial interrogation but for any awkward questions about what your business does/why a landlord should consider you/why you are the perfect pop up shop tenant have this up to date and to hand. Oh, and have all your social media stats, and handles ready too. I've been asked for these on more than one occasion. If you only use Facebook so far, then explain you are just starting out and focusing on one thing at a time, *but* you do already have 1500 Facebook page Likes, and a weekly Blog with X amount of followers...
- **Bank details.** Sometimes you are required to produce a print out of a recent bank statement. This is not to check your balance (hopefully), or to invade your privacy, but to satisfy the landlord that you are genuine and not a money launderer. Personally I reckon any money launderer would have this covered, but anyway... be prepared.
- **Contracts.** These can seem very daunting, and include masses of legal terms you may never have heard of. Get these checked by a professional legal advisor if you are DIYing, or if you are going via a marketplace, do the same, just to satisfy yourself that all is in order, and get anything you don't understand, explained. Tenancy contracts can be pages long, and as mentioned, are exceptionally wrapped up in their own legal jargon (seemingly written in the middle ages and

unchanged). In short, don't sign anything you don't understand. All you are really looking at is a short term tenancy contract but if you are DIYing, agents and landlords can panic at anything that is under the aforementioned twenty-five years, not to mention a contract that is less than eighty pages long.

Bear with them, there are flaky moonlighters out there, and they may have been a victim of bad tenants before, or they may just be new to pop-up. If that is the case then, no pressure, but you are representing a whole load of possible small businesses who may want to follow in your footsteps. Pave the way.

It really goes without saying that whoever you are working with, you don't want to piss off. The quickest way to do this is to be flaky yourself when it comes to tenancy contracts/payments/PLI. Abide by deadlines. If a hard copy is asked for, get it posted on time, and then email or call to say it is on the way. It takes just a few minutes and can be added into the admin for you working day.

If nothing is happening, and you are waiting at your end, chase it. Politely. You are perfectly entitled to be business-like, as you are honouring your end, expect the landlord/agent to keep to the deadlines/answer questions promptly.

Don't ask for deadline extensions/ say you are totally stressed out with your business right now/the dog needs the vet and can you pay next month. Whilst you may be waiting for payment on an order (and oh, isn't it frustrating to have sold a load of product and be waiting for payment?), that isn't your potential landlord's fault or issue. Deal with it somehow.

Don't get cold feet this far down the line and bail. Commitment issues are fine in relationships (or not, depending on who you're dating) but not good in business. If you genuinely have a major problem or life-changing disaster get in touch with the agent/landlord as soon as you can, thank them for the opportunity but explain that Aunt Doris has just died and you are devastated. They will understand – they are human.

Try to be business-like and clear, but get it done as soon as you can. Then give yourself some time out to heal before you get back to business. It will be okay.

If you bail due to commitment issues you will be blacklisted. Saying, *'I just don't think I can staff the shop'*, this far down the line is unacceptable. The time to decide you

can't staff is **Chapter One**, when you then decide you do want high street exposure, but you want to take a shelf instead of a shop. Remember our lack lustre case study, Kaily? Job done.

Hurray, now your contracts done, all signed and sealed, and move in/out dates agreed and its all systems go. Check out extras like;

- Wi-Fi – do you need a booster. Easy to organise and essential for card readers linked to mobiles.
- Keys (when/where)
- Fire Regulations
- Health and Safety Awareness

Another quick visit to the shop if at all possible is very useful at this stage. Remind yourself of the measurements you took on the first visit, and check potential product placement.

Now get that first press release out pronto. It doesn't have to be long, but play on your locality, or your um, unlocality, if you have travelled a long way to be able to open a shop in XXXX town...

Here is a basic example for a press release;

*'Pink Pout, are delighted to announce they will be opening their very first pop-up shop in xxxxx. The family run company specialize in customised vintage clothing, and their revamped designs have featured at The Clothes Show Live, and in Hello Magazine as worn by Kendall Jenner. Cathy Jackson, founder, is a former make-up artist to the stars and as well as the clothing range has recently added a new selection of vintage inspired make-up – Pink Glitter. The shop opens on North Street on May 3<sup>rd</sup> for one month and customers will receive a 20% discount for any purchases on that day, plus a special goodie bag and loyalty card which can be used for the duration of the pop up! For more information and to browse their unique designs and beauty pages, head to [www.xxxx.co.uk](http://www.xxxx.co.uk)*

- Hit social media with your intentions, consider making a vlog of your pop-up journey and posting in on your website and YouTube, and blog about the build up to your

very own shop. You can even send your vlog to us, and we will feature you in #RealPopUpPeople! Find out how <<<**HERE**

- Invite family, friends, everyone on your mailing list, networking business contacts, and the local press. Don't forget influential bloggers and local TV and radio. If you happen to tie in with a National story then you may get lucky with the last two so pay attention to the news. Is the budget coming up? Has the National Association of Retailers predicted doom and gloom on the high streets? Perfect for you to counter the downward trend with your positive story, or speak about the challenges facing small business.
- Order any extra stock/business cards/leaflets and props in advance. Consider your window display, your point of sale counter, your fitting rooms. Do you need, and can you afford, to get a visual merchandising expert in? Do if you can, and if struggle will this side of the business, as they are worth their weight in gold. If not steal ideas from our Instagram feed >>>**HERE** and Pinterest >>>**HERE**
- **Cardreaders** -If you don't already have a standalone tillpoint/PDQ, get a cardreader. It is really easy to compare different brands online and find the perfect one for you. PayPal are excellent and provide support if you need help, but as well as the bigger brands most banks do version too, so check if you get a discount with whoever you have a business account with. It may seem daunting at first, but you need a cardreader. You will lose sales if you can't offer this option to your customers. Shop around for apps that are now readily available and pick one that suits your business.
- **WiFi** You have already checked on the WiFi, but now is the time to action it if necessary. Many pop-up shopshares, or shopping centre units will already have internet access sorted, and you just need to make sure you get the PIN to log on, but if not check on the Wi-Fi situation. If you need to set up your own booster do it now. EE do a nice package from £15 a month, which can support up to 10 people.

Keep up with launch day invitation replies, any questions from landlords, and try to squeeze in some talks at local community groups and events. Explain why you are doing the pop up and ask frankly for people to come and give their opinion on your efforts.

You will need more stock than you think. Window displays eat up stock, as do counter displays. Make sure you have tables/chairs/shelving. Consider balloons, pots of lavender/roses/artificial grass. Go for height with paper pom-poms hanging from the ceiling, vintage china cups suspended by clear wire, a bath with an actual person in for launch day (bribe a family member). Think of the film Mannequin! Head up to London and hit Bond Street for some big brand inspo.

Live window displays worked brilliantly for me, and then whilst the crowd has gathered take some pics for social media, then you are all ready for your next press release...

## Chapter Five

### Countdown to Launch Day

So the media buzz is um... buzzing, and you're keeping up to date with enquiries and social media updates. If you are already selling from an Etsy/EBay/your website, don't forget to add these details every time you send out a press release. That way you should see increased traffic/sales before you even launch the pop-up shop.

Keep up with any legal communications from your landlord, and make sure any extra paperwork is dealt with promptly. I once had a landlord who forgot to ask for rent! Unfortunately I knew at some point he would remember, and preferred to get the painful process of parting with money out of the way early on.

A couple of other things to get sorted along the way;

- **Staffing.** Refer back to your original pop-up shop plan – are you shop-sharing or going it alone? Organise a rota for your time in the shop now. If shop sharing then get together with your shopmates and discuss who can do what. Try to make sure that the staffing is shared equally – this can be an issued-filled topic with busy parents struggling to fit in a school run, and others dealing with family or other jobs, but essentially it is up to you/your team to make it work. Try hard to have a minimum of two people in the shop at all times, just so you can have a toilet break occasionally without having to lock up, or pee with the door open and one eye on the security camera!
- **Emergency cover.** On the subject of staffing – make sure you have emergency cover. A family member, an employee who can be deployed for the day, or a friend who is just as enthusiastic about your new product as you are. However long your pop-up is, having that shutter closed during opening hours is a waste of time, effort and money, so do everything you can to open on time, and stay open as long as you are permitted.
- **Events** – double check with your landlord if you are planning in-store events. Little fashion shows, make-up demos, art demos, sewing lessons, seasonal tips, or

cooking demos go down a treat with customers, but make sure you ask permission first. Want to stay open late and host a bloggers evening? Check first...

As well as your rota, make a timeline for your pop-up. Can you do something different every day? Check with your local council regarding A-boards before you stick one outside your shop door, but if the answer is no, a poster in the window, and one on the till announcing your exciting timetable, is a great idea. There may be spaces in community leaflet drops, or designated poster areas that you can use too.

- **Float** - organise a float, and if sharing take note of how much everyone is putting in. Often it is simpler to record sales by writing them down freehand in a notebook. Then when you cash up at the day it is easy to see who sold what.

Plan your pop-up with military precision and again, remember;

- **Piss**
- **Poor**
- **Planning**
- **Prevents**
- **Perfect**
- **Pop-Ups**

Here is a quick checklist for your move in day;

- ✓ Check you have all your paperwork in a clear plastic folder, inc any permissions and copies of your insurance details, and KEYS if you have already picked them up.
- ✓ Shop Signage – is it already done/going up tomorrow or do you need a ladder and tool kit?
- ✓ Be clear with any fire regulations/ health and safety instructions, and follow them to the letter, especially if you are in a shopping centre.
- ✓ Make sure you have packed more than you think you need and add a box with sellotape, invisible suction cups for a wall/glass, blue tac, glass or plastic display

stands, elastic bands, business card holders, string, bottle of water, basic toolkit. If your shop has a toilet take all the essentials to make it functional, including loo roll, soap, toilet cleaner and a towel! Wi-Fi – is it supplied/available and do you need a booster - make sure you take a charger for your phone.

- ✓ Shop First Aid Kit and Accident Book. If you are shopsharing this is more important, but still useful to be prepared.
  
- ✓ Supplies! If there is a kitchen, again take tea, coffee, kettle, plug and chocolate biscuits.
  
- ✓ Check and check again you have all your stock, especially if you have a long journey. Any banners, posters, business cards and other signage should be carefully wrapped.
  
- ✓ Props – pack balloons/pumps/mannequins/foilage/furniture etc and tick them off your list once packed.

Once you have arrived on site, check in with your shopmates and start to unpack. If you are sharing you will probably have a pre-allocated place, but even when sharing, you should have space to make that perfect, enticing display. Don't forget those window displays, with a mix of your fantastic products.

If you are alone try to rope in help for the move in day, but don't worry if you are alone – you'll just need to make more trips to the car, or lug more stuff on the train/bus.

Give yourself plenty of time to settle in, and make sure you check everything in the unit is exactly the same as when you viewed/measured up. Any unusual stains, or holes take a photo and call your landlord BEFORE you unpack. Keep calm and take a deep breath before you unload. Some stock will look wrong in the place you have allocated, so take the time to try a few different things. Make sure the pricing is all correct (again!), and sizing or special offers are obvious to the customer.

## How to use a Pop-Up Shop for your Business/Daisy White

Ideally you will spend a couple of hours perfecting your shop, and tweaking displays. Don't forget to stock your till or cash box with a float, and set up your till system, or cardreader and WiFi booster if needed.

Finally, set out any goodie bags or promotional merchandise for launch day!

## **Chapter Six**

### **Launch Day!**

Be on time to open up for your very first day in your very first shop!

A quick final check after you switch on the lights, and you're good to go. Double check those special launch day taster products or goodie bags make sure these are displayed prominently. You can have the radio on low, or some of your favourite music playing. If you have nice smelling products – candles/soaps/perfume, or baked goods, again try to have some near the door to entice customers.

Welcome and brief any staff, leaving time to show the around, pointing out any specific offers you would like promoted, and /or if you haven't had the chance pre pop-up, run through health and safety and the payment system. Offer them biscuits and a cup of tea!

Opening time, so take a deep breath, and swing that shop door wide! Don't panic if you don't have rush all at once – that is retail. Tell yourself that not every shop is full all the time. Hopefully you will start to get a trickle, which will build to a nice crowd. Be calm, friendly and cheerful with your customers.

Customer service is skill well worth learning. Some people are naturally perceptive to customer needs, and enjoy the whole face-to-face interaction, but others find it hard to approach people, and to open up about their business. If you are naturally more extrovert, don't worry, there are a few basics that you can adopt to make your customers feel welcome;

- Greet every customer, even if you are already serving someone else, and the queue is getting longer (oh happy dilemma to have!), a quick smile to tell them they have been acknowledged works wonders.
- If you are free, move around then shop floor, then a smile and a polite, 'Hallo, can I help you?' is all you need. Often the answer will be, 'No thanks, I'm just browsing.' You can then follow up with 'Thank you for coming in, all the products here are handmade locally in my cellar/spare room/dog kennel. Just let me know if you have any questions.'

Some people will take an interest straight away, and if you have any testers or tasters you can then offer these, and explain more about your business.

If they exit the shop without buying, don't take it personally, and don't forget they may well be heading back to work to tell everyone about the exciting new shop in town. A cheerful 'Goodbye, thank you for dropping in!' is all it takes to finish on a good note. If you have promotional material and business cards displayed around your shop, many people will take these away, and ponder for a while, before visiting your online shop to purchase later that evening.

Be positive, polite and nice to people. It works. While we're on the subject be nice to your landlord too. If customers are scarce, don't get on the phone for a whinge, just get on with what you set out to do. More about that below...

It may sound blatantly obvious, but I have to mention a few 'Don'ts'. All of the following I have observed and it sets my teeth on edge to see opportunities wasted. You are on display as much as your product, so get off your phone!

- Surprise! *Get off your phone/ipad!* Yes, you need to find time to update social media with great photos of your shop and products, and all your photogenic customers, but no it shouldn't interfere with customer service. You are on the front line, act like it!
- Don't piss off your landlord by telling them there is no footfall and asking what they are doing to promote you. A hard rule of pop up is that you have to stand on your own two feet – no customers? Deal with it. Adapt. What are you doing wrong/right? If there really is no footfall then you have chosen the wrong location. *You*, not the landlord, who has merely rented you the space
- Don't stand gossiping with your shopmates so your customer feels intimidated, and on the outside of the in-crowd. At best this is another missed opportunity, at worst it is plain rude.

- Don't hard sell – it just pisses people off. You can be charming, informative and helpful, but if they really don't want to buy don't try to make them.
- Don't be negative. Suppose you haven't sold anything on Day One, well, naturally you're feeling a tad down (although if this has happened there may well be something majorly wrong with your gameplan and there is still time to fix it), but don't take it out on customers. Or landlords. Or shopmates. Or the cat from the cafe next door...

There is a more serious note to being aware of your customers – shoplifters will note that you are not paying attention and may well take advantage, despite your precautions. Keep a check on the crowds in your shop, and keep smaller items closer to your line of sight or actually on the tillpoint.

Chances are you will be exhausted by the time you close up shop, but make sure you run through a quick checklist of cashing up, restocking, setting alarms if applicable, and locking up all doors/windows.

Once you get home, and have dealt with family etc, get on social media and tell everyone what a wonderful first day you have had. No, you *have* had a wonderful first day. Congratulations – you made it through your first day on the high street.

Well done!

## Chapter Seven

### Day Two and Onwards

If you are doing it all yourself staffing can seem a drag after the first rush of adrenalin and thrill of having your very own shop is over.

But now you need to make sure you are set up for the duration – the next press release is ready to go out (remember the photo of all those people looking at your amazing window display?);

*XXXX is delighted to announce a record launch day in her North Street. Karrie's Herbal Juices sold out on the first day of trading and customers praised the tasty, healthy concoctions. Melon and Lime was top favourite, closely followed by Strawberry and Mango, and founder Clare Jackson explains her secrets, 'All our health drinks contain at least four of your recommended five a day, plus ancient herbal extracts including.....*

*We are so excited the product has been so well received and would like to remind customers we are trading in the shop until XXXX so come by and see us!*

*Following the popular launch day goodie bags, Clare is offering a voucher (below) for 20% off the bestselling Lemon and Parsley cleanser range. Offer ends XXXX so hurry!*

Keep putting a positive spin on proceedings, and encourage shopmates, if you have any, to share your energy. What is your next event? Are you taking it in turns with press releases? Does anyone know a local radio station you could pitch to?

It is hard work running the shop, nobody denies this, but don't run out of energy. Treat it like a marathon – there is an end!

Sometimes media opportunities present themselves unexpectedly– sometimes a landlord will even offer them to you. Which is why it pays to keep the landlord sweet... Take anything offered – it can only boost your business. BBC want to film you? Do it. Local radio want to interview you? Say yes. Bloggers want a few words? Book them in. All this also content for your website, your social media posts and a learning opportunity.

Business mentoring is becoming common with local area community pop ups, which are often run by entrepreneurs themselves. Take advantage of these – free business

workshop? Free mentoring? Take it and tweet about it. It marks you out as keen to learn and free advice is never a bad thing.

Hopefully you are now getting into a routine, but don't forget to update social media before you fall into bed! Pop-up is all about using your window of opportunity to the maximum.

Remember the following and really make your business POP;

**Pop Up**

**Opportunities for**

**Promotion**

## **Chapter Eight**

### **Midlife Crisis**

Midway through a long pop up and you can get jaded and be tempted to cut down on the output. Do I really have to open at 9 or can I get up later and blame it on the traffic? If there are no customers can I leave at 4?

Don't! Think of the marathon runner at mile 16 – not long now, so squeeze every last inch out of it. If it hasn't lived up to expectation then you won't be doing it again. Fine, that's what pop-up is all about. The product might be wrong, the location, whatever. Don't let negativity creep in. Maybe schedule in a treat to reward yourself for all your hard work when the pop-up is over – even an early night with a glass of wine and Heat magazine counts as recharging batteries!

Keep to your original plan, and hopefully every week you have a little event or promotion to shout about. These also punctuate the daily routine of staffing the shop. If you are a crafter/baker or artist then sometimes actually giving little demonstrations, or even the odd lesson in the shop will draw people in.

Make sure you are switching around your displays to keep everything fresh, and interesting for your customers. If you have put vouchers in local newspapers or village magazines then use codes to keep track of how many of these are used in the shop. Where is good to advertise? Where do a high proportion of your customers live/work?

- **Surveys.** Most people hate these, because we are constantly badgered for feedback, but if you simply ask customers advice on various areas of your product, you are getting feedback without going through any sort of brandish-a-form-in-the-face approach. Most people are happy to help out new business and pleased to have their opinion asked if you do it this way.
- **Data Collection.** A simple sheet at your till point asking if customers would like to be added to your mailing list is effective and unobtrusive. Perhaps offer a prize drawn at random at the end of your pop up from all the emails collected, or have a decorative bowl for business cards, again with a prize for those who participate.

- **Events.** If you and your shopmates have gone to the trouble of organising an event, then make sure everyone is participating, and everyone has contributed equal amounts to any costs incurred. If you are on your own, you will have included the event costs in your original budget. These could be goodie bags/fillers, sweets, cakes, balloons. Perhaps you hired a professional actor or celeb lookalike (these are great for drawing a crowd, and less expensive than you might think.) Just imagine tweeting that Victoria Beckham was at your shop – as long as you add a lol or similar afterwards! The photos alone will keep you going for days on social media, just make sure you remember the caption underneath adding that actually it was a look-a-like!

Don't forget to deal with any potential issues in the shop as they occur to save trouble later. Leaky room in the stockroom? Inform the landlord or agent. It is very unlikely to get fixed unless it really is the size of a meteor site, but you have informed them. Squabbling amongst shopmates? Tricky, but if someone isn't pulling their weight the others will quite rightly, soon become annoyed.

Try to mediate – after all you have all paid the same price, and should be working equally hard. Perhaps you can have a quiet chat with the slacker – there may be a good reason that you can all help with.

## Chapter Nine

### The Last Day

Congratulations you have done it! You have masterminded and operated your pop up, and squeezed every last drop of marketing, PR, feedback, networking and hopefully sales out of the opportunity. You have been polite, bursting with energy, enthusiastic and made loads of great contacts and maybe some new friends. Well done – have a drink on me ;-)

Take a deep breath, and manage your last day as professionally as possible.

- Do let people know via social media and your growing email list, that this is your last day popping up. Perhaps you are having a small sale, or maybe an end-of-party giveaway. Try not to look like the pound shop down the road, with scrawled yellow labels announcing ‘Last Day’ and ‘Everything Must Go’. It ruins your professional image. A tasteful poster is far better, and you can print it yourself in basic clear-to-read font if you can’t stretch to a professional one.
- Do thank any returning customers for checking out your shop. It is surprising how many people who visited on the first day, will also visit on the last. Either they are hoping for a bargain, or genuinely want to wish you well, so a last push for emails is worthwhile so you can keep in contact!
- I’ve said it before, and I’ll say it again. Don’t moan or mope about whinging that you haven’t covered costs/ the footfall wasn’t high enough/ you have done all the work. That will just piss everyone off, depress your customers, and people will not be encouraged to work with you again. Of course there are always things that could have been done differently. If it hasn’t worked for you, then don’t do it again! Or choose a different area next time!

Feedback is always useful but try to deliver it in a positive way. The slacker in the shop? Tell them you think their product is wonderful, but they are not joining the others in taking away loads of money because **THEY HAVEN’T BEEN THERE**. The landlord? Careful here, but if you have issues, first thank the landlord for the opportunity then make

a list of any issues you see for future pop-ups in the unit, or things that could have been done better ( mending the leaky roof for instance).

Even if you have not had the sales you hoped for, keep positive all the way through today and later when you are packing up. This is a chance to sign and seal that last impression you have fought to create during your pop up - of a professional, enthusiastic business person, who is a pleasure to work with. Offer to clean out the kitchen, bring in cookies for the staff/shopmates/customers as you all work to clean up the shop... if you're by yourself then keep buzzing right until the last item has been packed away, and the last box has been lugged to the van.

Leave the shop clean, tidy, and just as you found it. In fact, most shops are cleaner when I leave them that they were when I started the pop up... Photograph the shop, and if there is any obvious damage – maybe a spot on the wall where you took the poster down offer to pay for it to be put right. Stick to the legal requirements in your contract regarding painting and signage alterations.

Lock up, and if you are meeting the landlord or agent to hand over the keys, thank them again for the opportunity. If not, abide by any previous arrangements.

Usually the landlord/agent will look over the unit after you have left, so be prepared for an email just stating that it has been visited, and the inspection carried out. Occasionally you will get the odd totally invalid grumble – I was once told to get a window cleaner in, when I had arrived to filthy windows, and put my own graphics up for the duration of the pop-up. There were a couple of slightly sticky areas, but on the whole the place looked far better than when I moved in. But a window cleaner is fairly inexpensive, so I paid up, and finished the job. You have to weigh up whether an issue is worth fighting for.

Any final paperwork should be completed, and you can put your feet up for that well earned rest!

## Chapter Ten

### Post Pop-Up

Once you have recovered, use a few quiet hours to take stock of the successes of your pop up. Then prepare another press release, to be sent out in a couple of week's time;

*'Pinky Loo unveils new product! Jane Bradshaw of Pinky Loo Clothing, is delighted to announce a new range of scarves, based on feedback from customers during her month long pop up in East Street, Edinburgh, Jane says, 'It was so inspiring to chat to people about the clothing ranges, and find out what, as customers they were looking for. I designed the range of pink and gold organic silk scarves and then actually named them after one of my pop up shop customers. The lucky winner, who dropped her name into my Cinderella Box is 'Jeanette'. She receives a namesake scarf, and a mention on the Pinky Loo website.'*

*Pinky Loo is..... blah, blah all about your business. Finish with a call to action – directing customers to your website/Etsy shop etc.*

It will take a while to collate, but make sure you match exact figures on your financial bottom line.

What did you expect to sell? What didn't sell? How much did you sell and what of? Did you make a profit and how much was in the shop? Were online sales boosted and by how much?

Don't forget that your online sales may well have been boosted as a direct result of your frontline appearance at the pop up, or by any media/blogger attention related to the project. Add the figures into your accounts. It is interesting to see that whilst some customers may have browsed physically in your pop up shop, others will indeed have ordered products online later. Equally you will have gained customers who simply prefer to buy on the high street, and enjoy interacting face-to-face. Did your Click and Collect offer work? Any great way of combining your pop-up appearance with your ecommerce.

Sift through all of your new contacts, adding to your email list, social media followers, and follow up any enquiries and any contacts you especially want to cultivate as potential customers/business colleagues.

Doing it all again...

Pop-up is a bit like childbirth – the exhaustion and boredom are soon forgotten, and if the highs outweighed the lows then you will find yourself thinking about doing it all again. Maybe in another area, another shop, or the very same one. The beauty of pop-up is that you can become a serial pop-upper, and you can do it pretty much anywhere. Maybe it went so well that you are now shopping seriously for... your own shop.

A quick note if you are enthused to head out and get loads of agents details for your own long term shop on the high street. Business rates are a business killer on the high street, so do check out the rates relief on offer (still not enough, but a start). Think seriously about how a long term rental contract would affect your finances, lifestyle, and business plan.

Hopefully you will be seeing the fruits of your pop-up for many months to come, but however it went, you gave it your best shot and (all your energy!), so give yourself a quick round of applause. Then get yourself back to work...

**To find out more about pop-up, get advice, information and listings of pop-up opportunities check us out at;**

[www.myperfectpopupshop.com](http://www.myperfectpopupshop.com)

**For quick tips, and advice, plus watch the inspiring #RealPopUpPeople head over to My Perfect Pop-Up Shop TV and subscribe for free!**

[https://www.youtube.com/channel/UC2sVuZrAwhrv504AaeX3ipw?view\\_as=subscriber](https://www.youtube.com/channel/UC2sVuZrAwhrv504AaeX3ipw?view_as=subscriber)

## How to use a Pop-Up Shop for your Business/Daisy White