

Pop-Up Planning Guide

Pop-Up Basics

Now that you've hosted your Friends and Family Event, you can start planning for what comes next. Creating opportunities for people to experience our products and understand how a Shaklee business can change their lives is a great place to start. We'll walk you through planning and hosting a pop-up event!

What's a pop-up?

A pop-up is a brief event where you share our products or talk about the business. It gives you a chance to share important information with your prospects in a modern way and end with an invitation of what to do next.

When do I host?

Schedule your first event after you have hosted your Friends and Family Event. We suggest you host something weekly, so you always have something to invite people to.

How do I host?

This is up to you and largely depends on what's happening in the world, as well as in your life and community. You could invite some friends and acquaintances to join you for appetizers and drinks – online only, of course. Or, weather permitting, you could host a physically-distanced, in-person event on your deck or patio with no more guests than your province mandates as safe.

Before Your Event

Pick a date:

- **Pick a date:** talk with your upline business partner to co-ordinate and get some help. As soon as you settle on a date, add it to your calendar!
- **Time:** decide when your event will start and end. Letting your guests know exactly what the time commitment is will help them plan to be there.
- **Location:** determine the best option to host your event. During the pandemic, you'll host most of – if not all – your events completely online.

Determine your guest list:

- Who are your closest friends and family members?
- Pick between 5 and 10 people to invite.

Pro Tip: re-invite anyone who couldn't make it to your Friends and Family Event or other pop-ups.

Create custom invitations:

Sharing Shaklee doesn't have to be complicated. It should feel natural and easy, since it's about sharing products you love with people you care about. This should feel familiar to you, as you already recommend things you love all the time.

Personally invite – and send samples:

- Invitations are best when you send one to each person by name instead of sending a group version/mass mailing
- Let people know what they can expect from your (online) event
- When you send samples to your guests, let them know how you'll use the sample at the event

Use our Inviting Formula Worksheet to create custom invitations for everyone you want to include in your event.

You ÷ Story ÷ Invite

You

+

Start with THEM! Who doesn't love a conversation about themselves? This approach helps you start a chat that already feels easy and safe.

Story

+

Next, tell part of your story. Stories make the invitation more personal and allow you to share a little more about why you started your business or why you're inviting someone to your event.

Invite

Now for the invitation; this is the easy part! Simply phrase your invitation as an open-ended question. This helps keep the conversation going and puts the people you're talking to at ease.

For more tips about creating invitations, use our Inviting Formula Worksheet.

Preparing for Your Event

Ways to engage as many of the 5 senses as possible will help your friends and family get more excited about the products and more likely to want to try them. Send out samples so that your guests can touch, taste, and smell the products, then let them see even more products during your online event!

Preparing for your event will look different depending on where and how you host it. Here are some tips for preparing for an online event and, eventually, an in-home or location event.



Online event (during the pandemic):

- Set up the event online using the platform of your choice
- Send out a virtual reminder
- Test your technology
- Set up your “set” or workspace
- Practise with your business partner

Pro Tip: use a ring light to make sure that you’re well lit and looking your best.



In-home event (when the pandemic is over):

- Set up your space so that it’s clean, inviting, and organized
- Create a display of the products you’re going to use
- Have anything you need for product demonstrations ready to go
- Send clear directions to get to your home
- Practise with your business partner

Pro Tip: remember to include detailed instructions for finding your place – and where to park! When you invite people into your home, they might need to use the restroom, so be sure that it’s guest ready.



At a location (when the pandemic is over):

- Pick somewhere you can talk with the group easily
- Make a reservation so your guests can be seated upon arrival
- Bring all the products you want to share with you
- Send out directions so that everyone knows how to find the location
- Bring additional samples with you
- Practise with your business partner

Pro Tip: between being so excited about your event and being the host, you might forget to eat. Consider having a healthy snack before the event to tide you over.

Day of the Event

- Send personal reminders to everyone confirmed for the event
- Make sure your space or location is set up and ready to go
- Connect with your upline business partner or anyone one else who's helping you host
- Take lots of photos and videos that you can share on social media

Pro Tip: ask your attendees to @tag you in anything they post from the event so that you can repost it on social!

Hosting Your Event

Host a Product Pop-Up or Business Pop-Up event! We have comprehensive training programs and guides to go along with both events.

Next steps

All purchases are fantastic! And anyone who orders a Prove It Challenge™ Kit will receive all the benefits of a 7-Day Healthy Cleanse and a personalized daily nutrition routine.

Set clear follow-up expectations:

- Reach out to each purchaser individually after your event
- Explain that you'd like to set up a time for a one-on-one chat
- During the chat, you can answer any questions your purchasers may have, give them more details about the products or business, and help them get started!



After Your Event

Post-Event Follow-Up:

This is where the magic happens! Make sure you come through on the commitments you made during your event.

-  **Step 1** Reach out to people in 1 to 3 hours after the event
-  **Step 2** Set up a time to talk with them one on one (online or by phone)
-  **Step 3** Have your one-on-one conversation

One on one:

- Ask each attendee what he or she liked best about the pop-up event
- Share your excitement for what the person liked and how Shaklee has changed your life
- Answer any questions and help navigate any concerns
- Ask which products your guest is interested in starting with
- Help him or her place an order

What People Like Best

It can be hard to know what to say when you first start following up. As you're getting started, you might be worried that you're not a product expert or a world-class business coach – YET. Even when you are, let your event attendees lead the conversation.

Asking "what did you like best?" allows your prospect to think about what you shared and pick out something positive, and it reinforces that he or she enjoyed the experience.

Navigate Concerns

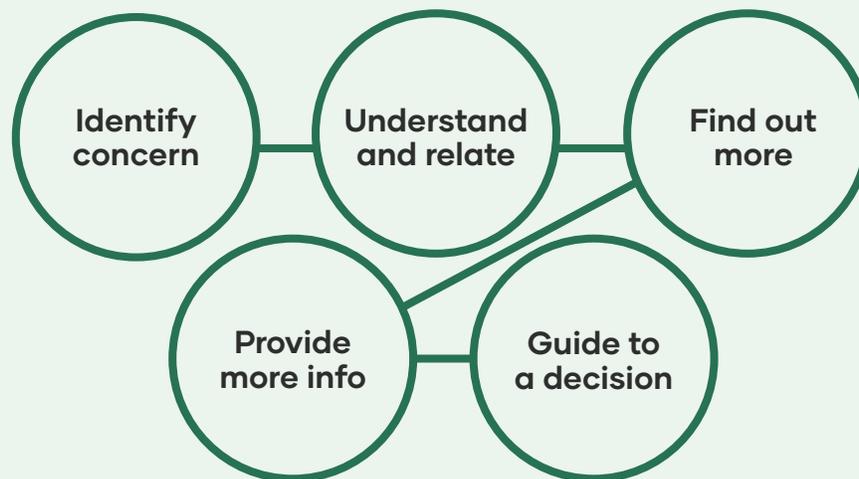
When you're inviting people to purchase products from a brand they might not know, or to start a business, it's normal for them to have some hesitation or concerns.

Think about how you were introduced to Shaklee. Did you sign up during the first conversation? Or did you have some questions that needed to be answered?

Maybe you weren't sure which products were right for you, so you needed more information to make a decision.

And you might have thought you didn't know enough about health and wellness to start a business! Luckily, someone showed you that we have all the resources you need to do just that!

Resolving concerns is all about listening to what people are REALLY saying and giving them the information or confidence they need to say yes. Remember the steps to this process:



Guide to a decision

At this point in the process, your prospects will make a decision. They may be ready to join you! They may need more information. Or they may say, "no, thank you." Don't be afraid of whatever your prospects decide. Knowing what their decisions are will allow you to invest time in the people who are most interested and ready to join you.



Yes:

This is awesome, so congratulations! You're now enrolling another enthusiastic business builder, or you've helped connect someone with life-changing products. It feels good to be able to help people find healthier products and earn meaningful income, doesn't it? Our next lesson will be all about helping new customers and distributors have the best Shaklee experience ever!



I need more [information/time/resources]:

Someone might ask you a question you need help answering, or they might need time to talk with their partner about starting a business. We encourage you to talk with your upline business partner to get help or use the prompts in the document "Navigating Concerns" to help you steer this conversation.

To make sure you stay connected, set a follow-up appointment (online or by phone) with a specific:

- Date
- Time
- Way to connect

You'll have time to talk to your upline business partner about any information you need to find or the perfect resources to share. When the time comes for your next appointment, you'll be ready to go!

You're becoming a follow-up guru!



No, thank you:

Sometimes, the product or the business opportunity just isn't a fit for the people you're talking to. That's okay, too. This allows you to focus your time and energy on the people who are ready.

When "no" happens, one simple question can change everything. Simply say, "It seems like the [product(s)/opportunity] isn't a good fit for you right now. Do you know anyone who'd be interested?"

This turns a "not right now" into a built-in referral.