

Hints and Tips

You may find some of these ideas useful as you prepare for

a Boutique Life design event

1. **Practice** your set up.

Time how long it takes you to set up and have a play with all of your stock. Experiment with different ways to display your products. Do this more than once to see what works and what doesn't.

2. Invite a friend or family member to **critique** the look and accessibility of products on your stall. Usually the 'less is more' rule works a treat! Put up any banners etc that you may be using. Make sure that you are able to unfold your trestle table alone with ease, so that it is not something that might cause you worries on Market Day.

3. **Signage/Pricing.** It is important to have pricing visible to patrons. Often if they can't ascertain the price of an item, they will not be inclined to ask the vendor, as it may make them feel obligated. Often they would rather miss out than make you feel uncomfortable. Obviously, if it is not practical to price everything, then other signage might be helpful.

4. **Simplicity.** If you have a specific 'market special', make sure that you have it ready packaged or sorted so that it is easy as possible for the customer to purchase.

5. **Details.** Your attention to detail can really say a lot about your business! Take care with packaging, labels, business cards and even the bags that you provide to your customers, all carry a message about your label/brand. People love to feel special when they spend money and even if it is just a nice bag or having uniform coat-hangers, it can make such a difference to the feel and perceived quality of the goods which you're selling. **(Plastic bags are strongly discouraged).**

6. **Be inviting!** Don't stand behind your stall *all day*. Of course you will need to do this some of the time, but if you're in front and side-by-side your customers, it makes them feel more at ease as they peruse your stock. You can also take the time to make any modifications and adjustments to what patrons see at your stall, by being in front of it. Be observant and reflective about what they see. Don't sit behind your stall for long periods of time and don't spend your time looking down at your phone. Of course, tweet (@aboutiquelife) and facebook post to your heart's content, but always be aware of your presence and how it reflects your level of enthusiasm and personal investment in your stall.

7. Give your stall appeal by adding **height** to your products. You can use busts, vases, open shelving, hidden boxes underneath the tablecloth or book stands....anything to create more dynamic placement of your goods.

8. **Research.** You know what *you* like as a shopper. Look online at other vendor's market stall set-up. Go shopping - what appeals to you will probably appeal to others. You don't need to copy directly but you may gain inspiration from looking at the way shops and other vendors display their goods.

9. **Money.** Organise a small kitty. Make sure that your phone is charged if you are using it as a credit card payment facility. Make sure that if you have charged your eftpos machine, that you have requested power (if it doesn't run on batteries) and that you have spare paper receipt rolls. Learn how to use your machine or your credit card facility before you're inundated with sales! ;)

10. **PROMOTE, PROMOTE, PROMOTE!!!!** One Facebook, Instagram or Twitter post is *probably not enough*. Remind people about your upcoming event. Invite everyone whom you come into contact with. Share the event page from the ABL page and invite your contacts to RSVP to the event. Post images detailing new stock and special offers that are only available on Event Day. People need to be reminded, so don't be afraid to do so! You can also offer for your customers to collect special orders from you in person on Event Day to save postage and to promote attendance!

** To 'link' us to your image or post on facebook, simply type "@A Boutique Life

design event” and a drop-down will appear. Click on our highlighted name and there you go! (@ immediately in front of anything will ‘tag’ it).

11. **Smile.** This is YOUR business! You are running your own small business! Enjoy your experience! There will always be things that you will be unhappy with or that you will modify 'next time', but for today, get into it! Smile, laugh, relax and soak it up!

12. Remember that the whole time that you are at the event you are **promoting YOUR business**. Think about how you dress, how you hold yourself and what you say to people. This will all reflect upon you and your business. It is ALL promotion (with sales as a bonus) so be aware of exactly *what* you’re promoting!

Hopefully this this gives you a little bit to think about and if there's any questions that come up between now and event day, please don't hesitate to contact us.

Warm regards,

Melanie, Nicola, Penny & Tracey

a Boutique Life
Christmas market
Sunday 13th November
St John's Grammar - Gloucester Ave, Belair
\$2 entry fee