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Welcome to you're not the boss of me. If you are determined to break glass ceilings and build it your way, this show is for you. I'm your host Beth graves. And I am obsessed with helping you to not just dream it, but make the plan, connect the dots and create what you create. Are you ready? Let's get started. Welcome back

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To episode number 64,

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How

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One pop-up shopping boutique on Facebook can get you over 100 new leads. Are you ready? You're going to love this episode because who doesn't want new leads, new eyes on what they're doing? Are you ready? Let's go. Okay. Friends. I am not a Facebook group. Build a party and sell things kind of person. Now I would, I go to parties on Facebook and I first want to talk about this, this episode. I'm going to talk you through how your one event that you create, and I'm going to also have some resources with this episode, how you can have a hundred new leads, and I'm going to explain how that works. So stay with me. First of all, I want to tell you one thing on pop-up when you have parties online. So some people will use a Facebook group. So you have a Facebook group and you create the Facebook group, and I'm sure most of you have been invited to by some pampered chef or maybe it's color street, or maybe it's an essential oil thing.

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But here's what I want to tell you is I get like invited with no message to somebody's group. And I'm like, I don't know what this is. I already have it. So a personal connection and asking, Hey, do you want to come to my X, Y, and Z? That is so much better than just clicking on 500 people's names and thinking someone will show up and buy your stuff. So, first of all, that is a connection skillset. And during this how to get a hundred leads with a pop-up holiday boutique Facebook group, even if you don't have a product that you can sell for a holiday gift, I'm going to tell you how to do this. So the very first thing that you are going to do is do you have a product or a service that you could have? What a one up, meaning the person and you are not creating an accounts and setting up auto-ships or setting up an account for the people that come into this group.

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So this is all about getting new eyes on what you do and having new people come into your space. Okay? So this is new leads and it's providing value and convenience for the people coming to your pop-up holiday boutique. So I'm going to just walk you through this and I'm using names and I'm going to create my own right now. I'm going to make some names up with businesses, or maybe I'll just use some people that I know. So I am first of all, going to name it and I'm going to name it something that is catchy. Maybe the one-stop shop, let the elf do the talking, the alpha and a shelf does the shopping for you. You can come up with really cute holiday pop-up boutique names. And I want you to think about this. If, in real life you were able to stop in to one person's little house and you walked into the living

room and you could get a bracelet and you could get a skincare product and you could get for your mom and you can get a bracelet for your sister, and you could get some nail Polish strips for your daughter.

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And all you had to do was say, okay, I'll have that, that, that, that you didn't have to give your email address your credit card, all of that jazz. So we're going to make this simple. You are going to find 10 friends who sell different things than you. It can be Etsy. They can, so they can be a craft person. They can have a, you want them to have a consumable product. And the agreement is, and you need to map this out in a flow chart. The agreement is to tell them exactly what you're doing. So I'm having a pop-up boutique. We are not going to be creating in this pop-up boutique official customer accounts, where they have products shipped from your company. We are going to have product that we personally ship and bill through PayPal or Venmo. And here's why we are going to make it convenient and easy so that they can shop and walk away with something that shipped to them from you. So you want to make this really clear so that they know coming in, they have to have product on hand for at least 10 people. They have to package it in a fun stocking stuffer way, and they have to be willing to accept PayPal or Venmo, and they have to be willing to ship it.

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Now, how's that sound? Are you like what I'm confused? So the reason for that is we are not in there trying to get people to be our auto-ship customers. People won't come in and do that. They want convenience. They want to be able, this is when I would go to grace van cleaves sample sale. When she would sell out or samples, I would just be like me, me, me, and I would get them. She would ship me the samples and I'd pay her by Venmo. It was super easy and simple. So how do these people become your leads? If you're not getting email addresses while they're meeting you in the Facebook group. So you want start by having it be a bright colored cover photo, and it could be a, a live event over two days or even one night. It depends on how you want to do it.

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So the way that I'm going to run mine is it's going to be a one night happy hour event. And it's going to take place between five and nine o'clock on this one night. So I will have 10 people that have committed to having at least 10 little goodie bags. And I am going to commit to anybody who purchases that night. So I'm committing to an Amazon gift card giveaway, or perhaps it's you commit to a giveaway. So if anybody decides to come in and shop and they purchase something, they will be put into a drawing for a giveaway. You want to have a reason for that. So you can do it over two days, but I think it's great to have it as a one time pop up fun night. So you choose 10 people that have 10 different things. So let's say that I have Lindsay come in and she has some holiday nail color strips, and she's going to package them up and she's going to put them in a little like Santa bag.

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And she's she's, that's what she has. So Lindsay comes in and does that, let's say that I have my friend, Amber, who does these amazing shell, like, um, seashells with gold and she has an Etsy shop, and she's going to have those on hand and package those up. So she's my Etsy person. And then I'm going to have, and you look for different, different friends. You can ask people in groups, and these are all the people that come into your group or your new connections and leads as well. So then let's say I have my friend who does hair care. She's going to do a, a hair mask, have 10 of those available, an essential oil person

that is going to have a relaxation blend. Maybe for me, I'm going to do a hangover kit with some, or maybe I'll do an immunity kit, something like that in new years, whatever.

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So you can have your greens and it's packaged up in. It's cute getting my drift. So we're not getting our customers to have like actual orders with this person. And, and I might have my friend Emily come in, who might do a cleaning sampler, or she has these wipes that come in a little thing. So you invite everybody to come in and you say, all I need from you is a picture of what you have the benefits like this is. And the price of it, send that to me and give them a commitment of a time that they will go live and share what it is that they have during your happy hour. So all 10 people have their things. And then we just say, people will say me, they'll send you the email address. And then from email address, you will get their address, send them the Venmo charge or the PayPal charge and you'll ship their goodies.

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So all of these people that are coming into your group. And so then you say, can you commit to inviting 10 people that? And I always say, invite 20 and 10 will come. So why would you do this? You're you're not really making money when you're just selling like a little sample, but because you're getting eyes on what you do. So for example, my friend coming in and I'll say, listen, and you help with it. You can make on Canva a little invite, and you can say, it's a sip and shop night, there's going to be 10 different, unique, packaged, fun things that you can buy for stocking stuffers, even better. If you do it as a solidified the niche and do it as a theme, like I had somebody do this with teen daughters. So everything was for age 15 to 17 stocking stuffers.

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That's a really cool way to do it too. So you can even have somebody come in. That's written a book or somebody that comes in that makes affirmation cards that has digital downloads. You can do an entrepreneur night where people are using office supplies, if that's their business, but I love to sew. So it's giving every person that comes in your shampoo, your essential oils, your nail Polish strips, your Etsy person. And maybe you're going to have a jewelry, a Stella and dot come in. And she's going to do just a couple pairs of earrings or something that she has in her sample sale. So you say, show your product, how it's wrapped and give me like what it is and the price. And you can decide ahead of time, if you want everything to be \$50 or less \$20 or less, it doesn't really matter.

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So you send out the, you have your 10 people, they commit to having 10 things to sell, and they invite their 10 friends to come in. And you can say there's, if you come in and do shopping, and this is the thing is you can ask everybody that is coming in your 10 people and say, listen, you're going to have at least a hundred eyes on what you do. They'll become your Facebook friends. They may become a customer, and we're not thinking about, Oh, she's stealing my person to recruit we're talking product. I always will share somebody else's product out at, you know, like it is, you have to have an abundance mindset. You're asking everybody that comes in to help you with the giveaway. So if you have 10 people I'm asking for a \$10 donation for the, for an Amazon gift card. So anybody that shops could be in for the a hundred dollars Amazon gift card, and I'll probably throw in a bit more like it will be a giveaway basket.

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So in the, so you've got your 10 people, they've got their little goodie bags, they know the date and they send out the invites and you say, I need you to send invites. Can you post it on Facebook? And you give them because they're coming in for a giveaway. So if you come in and you buy one item and there will be stocking, stuffers and fun items that you can use for yourself for gifts, and people will get creative, they'll do spa night giveaways. They'll do an imagine if you do it for like teenagers or even, I don't know, like get, get a theme of girls night out, something like that. So you give them the post that they're going to make and say, Hey, you're invited to a wine, uh, an online event it's inside of a Facebook group. And if you buy one thing, you're entered to win a hundred dollars Amazon gift card.

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And here's the thing. As you're helping women entrepreneurs, you're going to have, you're not going to have to give your credit card. We shop with Venmo or PayPal, and you will have shipped to you a be, you know, a beautiful little trinket and you can give some, give them the graphics to use as well. So your pre-game session is that you are creating the cover photo that you're telling them, this is exactly what it's all about. And then you are going to give them the social media to send out and ask them, put this on your social media, send this in messenger, send this in your email. And then each person is coming in and they, you open the group and they invite 10 people. So then when people come in, you're a pinned post at the top of the group is welcome to the such and such wine night.

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We can't wait for you to be here and you make it as fun as you want to make it. You can have, you can say, let us know how you're feeling about your holiday, shopping with a gift below your, that will be one entry to win. And you can do a variety of things you can say to every, all of your, all of your women coming in. And I put them on a Facebook chat. Do you guys want to do a giveaway to get people excited? Or do you want to just do the Amazon giveaway? So you get people engaged. And then on the night that you're going to open it up, you say to your friends, send a reminder to all of the women that you invited, that tonight's the night to shop. And then you give every PR. Then it's just a pop up video party of each person saying, this is what I have.

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So they have to be willing to go live. And you tell them like, where fun holiday sweater. And you've got like five minutes to say, Hey, my name is Lindsay, okay. Here's what you, why you need this. Look at these nail Polish strips, their holiday theme. They're going to come in this fun little bag. I'll mail it to you so that you have these to use those hostess gifts or teacher gifts. And if you, I have 10 available, if this is what you want, comment below me with your email, and I'll send you your Venmo invoice and this'll be in the mail to you. And so they basically get to pitch and you leave the party open for 24 hours and you do some tagging. So if Lindsay invited 10 people, she will then tag in each of the lives to say, Hey, look at this.

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You can buy, get the nails. You can get the skincare. You can get the under eye cream. Do you see how this is going? So how do you get a hundred leads? Is all of these people, you have new connections, so they might not buy your product, but you have a new connection. You can become Facebook friends, you thank everybody for coming. And through this effort, you have introduced a hundred different people to attend different entrepreneurs, 10 different products. And someone might say, Oh my gosh, I didn't know that you could buy X, Y, and Z online. That's super cool. And it's just a really fun way for you

to get new eyes on what you do and just make sure you invite cool people. Like this is not like I'm going to recruit your person. I'm gonna invite my sister to my, so if my friend Lisa does it, and she's like, I'm interested in to do a, a tank from my athletes.

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Your I'm gonna invite my sister over there. And if my sister says, I'm going to, I'm going to get a tank from you. And if your company doesn't have something, you could even do like a \$10 off card or a, you can order a product for that person. Like I'm thinking if somebody is like, I don't have anything small. Think about how maybe you could do a water bottle. So I know that one person that's that did mine last year, she went out and she decided to do like an energy boosting drink. And she got some water bottles and she filled it up and she made it really fun. Somebody else did a hot cocoa with a cause they had a coffee product. So think about how you can make it fun. And if you're like, I don't know, I don't know what she's talking about.

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I am going to be teaching this inside of camp elevate, and there's going to be a whole unit on this. And I also am going to put together some step-by-step. So if you go to the link below, there is a link where you can grab some of the graphics. You can grab the exact words that I'm using. The verbiage. You can go, you can have the step-by-step guide to setting up your pop-up holiday boutique. And that is in the link below. And if, if you are confused, Beth, at Beth Holden graves.com and say, Hey, I want the holiday boutique pop-up course. And I'll also do a live in camp elevate to explain this as well. So that's what I want you. And it's what I just talked about was create it as your own. And remember, we've got to do the step-by-step of, you've got to make a cover photo decide who are your 10 vendors at the event, and how will, what will they have?

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How will you invite them? How will you get them their time for their Facebook live? All of those things. If you want my checklist, that's what you're going to find below. But this is a really fun way to be creative, to get a hundred new leads, to get new eyes on what you do, meet new people, have some fun, make new connections. Be it doesn't have to be exactly like mine, but that is how, and whenever I have a new idea, I want to give you this little tip of mapping it out. So as you're listening to this, if you're like, I'm confused, go to this space of, wow, that's cool. Let me map out how this would look and always think about, okay. So here's where I start. How do I, how do I communicate? How do I set this up? How do I bend out?

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What are the, what's the list? What is the flow of how this will go to the date that you're actually going to launch it? So I'll help you with the resources for that that's below and just have some fun. It's so fun to connect with other entrepreneurs, and I'm going to be setting one up if you want to come and be a, be a part of it and do some shopping, let me know. And you can come on in. Thank you so much for being with me today. And also for all of the reviews that you have been sending into this podcast. I have one I want to read for you. So thank you so much to Lindsay from Kansas, October 16th, she sent this and Lindsay for leaving a review, a five star review, a boss hat. So send me a message on beth@bethatbethholdengraves.com or go over to Instagram, DM, or Facebook DM.

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And let me know your address. I just started listening to Beth and immediately want to know more, more connections, more knowledge, more preparation, and more valuable information. Thank you so much for making this available. I'm excited. Yay, Lindsay, thank you so much. I hope you will do that little pop-up party. I just talked about all right, that's it for this week. I'll see you next time. Thank you so much for being with us today. On this episode, I mentioned that there would be a PDF. And what I found as I was creating that is it will be so much easier for me to share with you via video with some slides and resources. So what I'm doing is creating an entire unit about how to have your holiday pop-up shop inside of camp elevate. So that training will be inside of camp, elevate the camp [elevate group.com](http://camp.elevategroup.com). And if you're already in there, it will show up. I believe it's going to be in unit two and it will be up and ready when you are listening to this podcast. So thank you so much for being with us today, go over to the [camp elevate group](http://camp.elevategroup.com). And as always, I would love your ratings, reviews your downloads, and share this with a friend. If you know someone who needs the revolution of the side, hustle, the new eyes, the new way of network marketing, I'll see you all next week.

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Thank you so much for hanging with me today on the podcast. And remember you can create what you create. If you're looking for a supportive sisterhood, I would love to see you over in our free Facebook group. As most of you know, I love camp it's part of, you're not the boss to me because when we're building this thing, we're doing this thing. We need a supportive sisterhood and I also crave more fun and more connection. Join us at camp over the Facebook world, the [camp elevate group.com](http://camp.elevategroup.com) or just click on the link below. And we will see you around our campfire and help you to create what you crave.