

**A Boutique for the Soul**  
**Participant Instructions/Checklist**

Hello!

Thank you for your participation in Boutique for the Soul.

Below are the instructions for setting up and participating. Please call us if you have any questions or concerns. Your feedback is invaluable to us...these events can only get better with your assistance.

**If you have not gotten your paperwork and payment to the main office, please get it faxed today.** Payment is due immediately upon your commitment to participate in an event. Without payment, your space in this event has not been held.

**Item Checklist- These items are required to bring for an event:**

- Table or display** for your products (no larger than 30Wx72L"-6ft) with **table linen**
  - Marketing materials** for the guests to take with them.
  - Give-aways/promotions** on the hour are very popular and allow for you to collect the names of the guests and create excitement at your table
  - A sign that displays pricing** for your service (if applicable)
  - A professional image** (dress, professionalism, great manners) is always a must
  - A positive attitude**~ please remember, you are participating in this boutique to build relationships for future business...smile, strike up a conversation, ask questions, build the relationship and the sales will come!
- 1) **Please arrive 1 hour prior to the event's start time.** Placement within the event is pre-determined by your facilitator.
  - 2) **You may park out front to unload your items.** Please move your car once you have unloaded to allow for our guests to park as close to the location as possible (especially if the location is in a neighborhood).
  - 3) **Introduce yourself to your hostess and thank her for allowing you to come into her home or business and for supporting your business.**
  - 4) **It is recommended to bring products that you can sell** (if you are product based). Please know that you will be setting up and taking down your space by yourself. If you have a large amount of inventory, you may want to leave some in the car until needed. Be sensible with the inventory that you bring, on average, we expect 25-40 guests.
  - 5) **You should plan on bringing coupons/promotional pieces or flyers.** Coupons/discounts with a business card or flyer about your business would be the best suggestion.
  - 6) **In setting up your table,** please be courteous to the space you are using. Banners or large signs are not allowed to be hung anywhere in the area unless they are on your personal table. You have a defined space and you will need to stay within that space unless you are told otherwise.
  - 7) **Please do not enter the kitchen area for any reason.** Due to sanitary concerns, the caterer or hostess needs to ensure that all food is kept fresh and untouched by anyone other than themselves. Also, due to a confined space, they need to be able to take hot items from the stove or oven and not be concerned with others that may be present in that space.

- 8) **Be courteous to our guests.** Sometimes when you have many gals in the room, it is overwhelming to a guest. Please make sure to greet all guests and make conversation. Your goal is to build a relationship, not sell your product or service (YET)! Pushing a product will not help to sell it. The sale will come if the connection has been made! For MLM companies, there is no selling of the “business side” of the business at a boutique.
- 9) **Please be courteous to the other vendors...**if they are speaking with a potential customer, please do not disrupt them, but kindly wait until the evening is over to meet with them.
- 10) **Break down of the displays will occur at the end time for each event and not prior to.** If there is a steady flow of guests still at the boutique after the official end to the event, we would like for the participants to stay longer if possible. If this is not possible, please feel free to leave when needed once the event is officially over.
- 11) **After the event, each participant will receive a complete list of guests who attended the event.** There will be a guest book for everyone to sign in at the registration table. This list allows for you to follow up with the guests that you have met. The list is not intended to be SPAMED with sales e-mails multiple times. Please respect the wishes of others and remove them from the list if asked.

**Have a wonderful event!** When we target the right marketing message, to the right prospects and clients using the right combination of marketing vehicles, the likelihood of success increases dramatically.. In this economy, you need to be CREATIVE in how you are going out to your consumer and build your business.

We will do whatever we can to assist you in educating the guests that come through the boutiques about you, and your business. Also, please meet the other fabulous women who are participating in the event. Supporting other women in business will only bring you more business and allow for success across industries! Lastly, please mingle with the guests...let them get to know you...once they do, they will surely want to do business with you!!!

We look forward to seeing you all soon...have a boutique!