

Free

MARKET VENDOR

WORKSHOP

BEFORE THE EVENT

Do you have a brand or just a product?

What are you missing from your brand foundation?

Design (logo, colors, fonts, graphics, style)

Messaging (name, tagline, slogan description sentence, call-to-action)

What are you missing from your brand implementation?

Social media profiles

Social media posts

Website / Etsy

Business / Promo Cards

Flyer

Packaging

Booth Design

Signage

Emails

BEFORE THE EVENT

Do you have a consistent brand? What can you update to make it more consistent?

How do you share your brand? (marketing, advertising, collaborations, etc)

Can others share your brand easily? (social media, photography, etc)

DURING THE EVENT

How would you grade your booth / tent?

What are you missing from your booth based on the recommendations on the slide?

Where will you stand in your booth?

What is your question to start a conversation?

DURING THE EVENT

Will you have products at varying price points?

Is your pricing simple, easy, and visible?

What are your payment offerings? (Square card reader, Venmo, Cash + change or PayPal)

How can you create better community with other vendors?

Will you have a giveaway or special offer to collect email addresses, cell numbers or followers?

How will your signage support your giveaway, sale, or free samples?

AFTER THE EVENT

Who do you need to follow up with after events? (customers, followers, subscribers, vendors)

What strategy can you add from the recommended list? (email, DM, Sale, Recap posts)