

Stalls and Prize Draw Slips

Hand selling our books is a really rewarding way to grow your customer base quickly - especially if you don't have a big social circle like many of us in our early days.

You starter kit is enough books to do a stall! Take a look at the pictures below with roughly the same number of books in your kit. Don't they look great - and just enough!

You also have your catalogue that you can show to people, your seasonal leaflets from your kit, and you can show our fully range of 3000+ off on your website on your phone or tablet!

!!👉 A huge, huge tip here....

Use your double free book allowance in your first six weeks to build your stock up!!! It won't cost you a penny and all of these books you can sell at full price and you can keep re-investing some of this money back into buying stock - for free!

Feeling nervous about doing your first stall is perfectly normal and once you've got your first one under your belt, you'll feel a lot more confident. Don't forget you have your mentor to support you too



Your starter kit is enough to do a stall



Where to look for stalls...

🔍 Ask your friends and relatives! Do they know of any events coming needing stall holders? Do they go to any places/groups where you could set up a stall with your books? Where do they work? Can you do a pop up shop there - maybe over lunchtime?

🔍 Toddler groups, baby/kids classes, children's activity centres - use the netmums site to search locally. Also do a local search on Facebook, ask friends and family, pop a post on your page ↓

[netmums.com](https://www.netmums.com)

🔍 Offices and venues - being a single stall holder is brilliant because there's only you for folk to buy from. Use this site to check out local places looking for businesses, plus do a local google search of gyms and office complexes ↓

<https://app.vendorbookinguk.co.uk/home>

🔍 Stalls, markets, craft and gift fayres, community, fundraiser events - take a look at Facebook for a stall finder group in your area. Ask in community Facebook groups if there are any event organisers, use the event tab on your Facebook too. Search by location on the stallfinder website. You can also register as a stall holder too - stallfinder.com

💡 Schools and nurseries are a great place to do a stall. Many schools have events throughout the year for external stall holders to go along to such as Easter Fayre, Summer Fayre, Christmas Fayre. Also parents evenings are good to go to. Have a chat with your local nurseries to see how you can pop up with them too. A good reason for doing a stall at a school and nursery is so you can talk to them about the other services you can offer them 😊

You can basically pop up everywhere



Church fayre event



Family event at a farm



Town hall event



Church garden party



Primary school Summer fayre



Pop up shop at a hospital



Pop up shop alongside another mum in business in a rented space for the day

What should you ask when booking a stall?

What should you take?

😊 Here's some handy check lists...



Pop Up Book Shop Pre-Event Questions

How much does a pitch cost?

What size is the available pitch?

Do you provide tables and chairs?

What is your predicted footfall? What is this based on?

How long will I get to set up and pack down?

What is the car park situation?

How are you promoting the event?

Can I choose my pitch position?

Will I be the only Usborne Partner attending?

Not all of the questions will be appropriate for every event so choose which will be useful.





Pop Up Book Shop Checklist (the basics!)

- ☐ Books!
- ☐ Table and covering
- ☐ Float and card machine
- ☐ Leaflets and catalogues
- ☐ Special Offer posters
- ☐ Prize draw slips
- ☐ Schools/Recruiting posters
- ☐ Notepad and pens
- ☐ Order forms
- ☐ Bags



Pop Up Book Shop Checklist (the extras)

- ☐ Banners
- ☐ Book stands and racks
- ☐ Gazebo
- ☐ Bargain Box
- ☐ Post box for prize draw slips
- ☐ Fluffy pen/clipboards for Prize draw slips
- ☐ Opportunity Booklets
- ☐ Phone charger pack
- ☐ Snacks and drinks
- ☐ Business cards/thank you cards



Different stalls can give you different outcomes..

It's important to remember that doing a stall is more than just selling books. Stalls are an opportunity to get leads for further events such working with schools and nurseries, and also finding people to join your team.

! It's important to remember that stalls at different events and places will bring you different things. There is no such thing as a 'bad stall'.

So you can manage your expectations, take a look at these explanations...

The difference between stalls

Toddler Groups and Baby Classes

Usually great for...

- Orders after the event
- Taking your little one with you
- Booking home parties
- Gaining repeat customers
- Recruiting, lots of maternity leave mums etc.
- Going regularly with your pop-up shop/catalogues
- Convenience, free delivery back to the group/class
- Getting to know other mums in the area and building up a new customer base
- Getting school and nursery info, many of the parents tend to have an older child already at school/nursery
- Growing your newsletter contacts
- Running a prize draw slip raffle by talking to every single person there

Not so great for...

- Lots of sales sometimes as small group sizes, however this does vary - domino effect, mums see others buying and also buy
- Grown up might not have time to talk, so make sure you have info they can take away and you have a good follow up process

Craft and gift fairs, and fundraisers...

Usually great for...

- Advertising your business locally
- Special offers and showcasing adverts
- Schools bookings, lots of teachers tend to go to these events
- Getting to know other stallholders and finding out what other events are happening
- Party bookings
- Recruiting
- Extending your customer base
- Taking photos/videos of your books whilst they are displayed nicely
- Linking up with other stallholders to run joint events in future

Sometimes not great for...

- Guaranteed footfall (every event is so different though) so don't focus too heavily on sales but how you can still build your business with your prize draw slips especially

School and nursery fayres...

Usually great for...

- Getting your foot in the door and getting to know the staff and PTA as their local Organiser
- Promoting Ready Steady Reads/Listens
- Making a difference in the local community
- Building your confidence with being inside schools
- Lucky dips and games/activities on your stall
- Handing leaflets/your details out
- Use these events for future sales and growing your business with schools/nurseries

Usually not so great for...

- High book sales, most children will have a couple of £££ to spend. Focus on how you can make sales with fun games and activities
- Parents having lots of time to browse your stall - think about how you can attract their attention quickly and what you can say/give them to take away to read, and how you follow them up

Parents Evening Stalls...

Usually great for...

- Working closely with a school and building a good relationship with them
- Concentrated sales
- Prize draw slip leads
- Getting to know parents in the area
- Helping parents choose the right books for their child

Sometimes not great for...

- Lots of customers together. You might find a steady trickle throughout the event, so use your spare time wisely to work on your business in other ways too

Single stall holders events...

Usually great for...

- Sales, you are the only stall there for people to spend their money on
 - Prize draw slip leads
- Finding other places you can be a single stall holder at
- Reaching a whole new set of different customers
- Bringing a shopping experience directly to people who can't easily/don't like to get out to shop (eg shift workers, or people who don't enjoy going to shops)

Sometimes not great for...

- Position, don't be afraid to ask to change to a different place
- Footfall, do your research - what day of the week are most staff there, what's the best time of day to be there
- Overwhelming yourself with stock, only take what you really need and use your website to showcase books too
- Success straightaway, it takes time for the staff to get you to know being there

Church organised events including Christmas markets...

Usually great for...

- Sales
- Finding out what other events the church is running
- Footfall, their events are usually well attended by the church congregation
- Building a new customer base - of grandparents especially
- Prize draw slip leads, especially school leads - many churches have connections with local schools
- Making contacts to help make a difference in the local community

Sometimes not great for...

- The organisation of events, it can be very informal so make sure you have all of the info you need prior to the event

Secondhand Clothes and Toy Events

Usually great for...

- Practising your prize draw slip conversations
- Recruitment, there's usually lots of mums
- School and nursery bookings, display your 'Free books for schools' poster
- Party bookings, focus on the free host books
- Using your free book allowance to make your own special offers
- Growing your newsletter contact list

Sometimes not great for...

- Selling full price stock but that means you don't have to take much to the event and you can focus on your prize draw slip leads

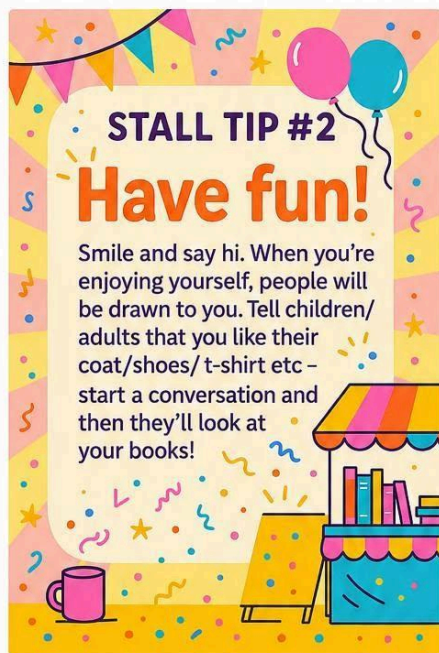
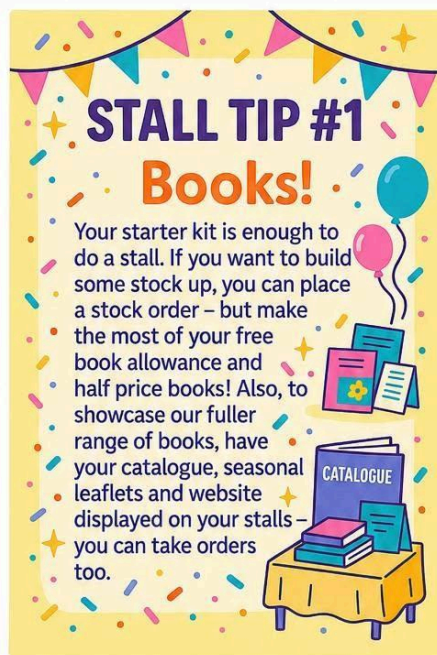
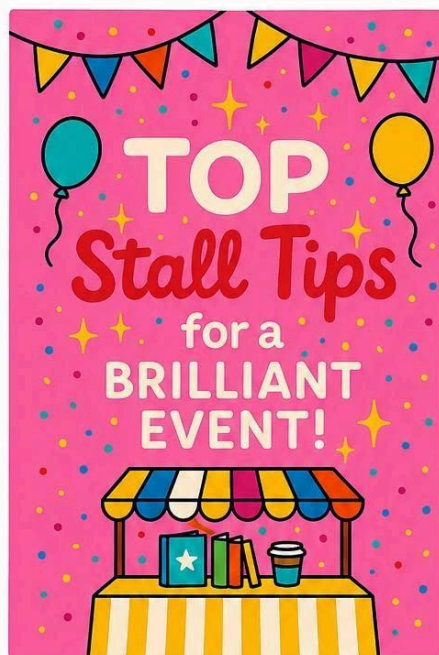
Prize draw slips

These are our secret weapon on stalls! They are a fantastic way to start conversations and build your business. To find out more about what they are and how to use them effectively, we highly recommend you take some time before doing your first stall to watch this training video -

<https://youtu.be/GBkHvTCUFaU>

Just as an aside, you can also create an online version of the prize draw slip. Ask your mentor how to do this and how you can use it.

Top ten stall tips...



STALL TIP #4

Presentation is important!

A table covering can really make a stall look nice. It can also hide unsightly boxes and bags underneath your table. Also think about creating some height on your stall, either with card stands, wooden crates or boxes covered in wrapping paper.



STALL TIP #5

Tell people what else you offer!

Think about messages you want to get across and have appropriate signage e.g. free books for schools and nurseries, win £100 worth of books, join my etc. Draw people's attention to your signage too.



STALL TIP #6

Payments!

Many people prefer to pay with card. You can have a card reader, or just have a card payment app on your phone. Also take some change for people with cash – take some 1ps, 2ps, pound coins, and some £5 and £10 notes.



STALL TIP #7

Be prepared!

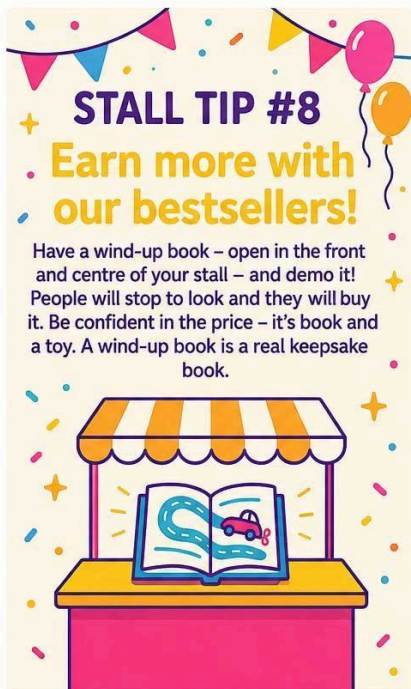
Practice your stall set up at home. When you're happy, take a photo and then use your photo to set your stall up at your event. This is especially good for if you don't have a lot of time to set up at the event.



STALL TIP #8

Earn more with our bestsellers!

Have a wind-up book – open in the front and centre of your stall – and demo it! People will stop to look and they will buy it. Be confident in the price – it's book and a toy. A wind-up book is a real keepsake book.



Stall Tip #9

Make friends!

Chat with other stallholders. Find out what other events they are doing so you can book the event too. You can cover each other's stall for toilet breaks – and also fill out a prize draw slip with them – you never know where those conversations can go. Don't forget to thank the event organiser too and see what other events they have coming up!



STALL TIP #10

Take a comfort kit!

Pack snacks, water, tape, spare pens, blu tack, scissors, business cards, chargers – and anything else you may need! Keep a list on your phone of things to pack. The more stalls you do, the more you'll refine this list.

