

Boutique for the Soul

Boutique Business Hostess Introduction

Thank you for hosting a Boutique!

Congratulations! You've decided to host a Boutique for the Soul in your business – and we're thrilled that you've decided to do so. It is a GREAT way to support local women in business all the while having an amazing event for your friends, neighbors and contacts!

In order for every Boutique to be successful, everyone must do their part – including the hostess. The good news is that most of the work has already been done – your facilitator pulls together the logistics and organizes the participants and the corporate office will be promoting your boutique weekly through our newsletter and daily on our website calendar.

So what is left for you to do?

Based on past boutiques, we've come up with the top six things that you can do to make your next Boutique your BEST Boutique ...

1. **Get the word out** ... tell your customers and all those who you know through the chambers, networking events and your personal contacts that you've decided to host a Boutique and why they shouldn't miss it – and don't delay, get the word out as soon as you've made your Boutique commitment. You should call your guests and customers to let them now you are holding an appreciation event for them and supporting local women in business as well. With SO MANY E-vites going out these days, a personal note, call or formal invitation is the best way to engage your guests and let them know that you really CARE if they attend. The ideal number of guests to invite is over 100....this should bring anywhere from 25-40 guests and create an amazing boutique!
2. **Appreciate your clients**...customer appreciation is key! Unless you are just opening your doors, you should always find a way to appreciate your customers. Boutique for the Soul facilitators along with our event company will assist you in putting together programs for the day of your event that will allow for your customers (your biggest fans) to feel special and incentivize them to bring others (new fans).
3. **Make yourself seen** ... mark the front of your location with signs and balloons so that everyone knows that your place is THE place for fun and shopping.
4. **Serve cocktails** ... while your Boutique for the Soul catering package includes non-alcoholic beverages, we have found that having a cocktail or wine available will attract more visitors and encourage them to stay longer. We have partnered with the Traveling Vineyard to provide wine tasting for your guests, please contact us if you are interested in having this service.
5. **Give people a reason to attend by offering a promotion or special activity** ... getting your guests and clients to interact or participate in some activity will take your Boutique to the next level in fun, and even better if you can tie it in to your own business, such as a special discount or activity in which they can participate – be creative! If you get stuck, ask us for suggestions and we'll be happy to help.
6. **Offer a special gift or do a charity tie-in** ... it's always fun to win something, and a little can go a long way. You can conduct a drawing at the door for a small gift basket or bottle of wine, or collect donations for your favorite charity. We have a list of women-based non-profits in your local area who really need items donated. Please review the list to choose which organization you would like to support at your boutique.

And while not something on our top six, we hope that you will take the time to thank those vendors who brought their products and helped to make your event a success. In doing so, you'll be building just one more relationship out of all the opportunities that the Boutiques provide.

We hope that these suggestions have been helpful and that your next Boutique is your BEST Boutique ... happy shopping!

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Boutique Business Hostess Checklist

INITIAL MEETING WITH FACILITATOR

1. Review Business Hostess Packet (Business Hostess Agreement, Payment Authorization, Hostess Checklist and Hostess Menu Options).
2. Set a date for the Facilitator to walk your location to make sure that the boutiques are a fit for both parties.
3. Walk your location with the Facilitator and make a floor plan for the boutique. Identify how vendors/guests would enter your location, where they should park and identify the number of vendors who can participate based on the size of your location.
4. Mutually decide on a date and time with the Facilitator. Ensure, to the best of your ability, that other local events (holiday weekends, community events, etc.) do not overlap with your boutique.
5. Fill out and sign your boutique Business Hostess Agreement and Payment Authorization Form and give to the Facilitator.
6. Go through the Hostess Invitation Document (how to invite and engage your guests), strategies for promoting your boutique (local organization you belong to that would assist in promoting your boutique for you), vendors that you may like at your boutique (friends, relatives, clients who are women in business), food and beverages that will be served (use the BFTS Resources or do it yourself) and your marketing flyer details with the Facilitator.

NEXT STEPS-INVITING AND PROMOTING

7. Schedule walk through with catering company if applicable. All details with hostess and catering company will be done directly; BFTS will not be involved outside of the logistics and set up for the catering company or resource.
8. Your Facilitator will contact you weekly to check and to see how your RSVP's are coming along. **If less than 6 vendors or 20 guests are signed up to attend your boutique within 72 hours of your boutique date, BFTS and hostess will need to reschedule the boutique for a later date (at least 2 weeks or more out).**
9. Your Facilitator will contact you 48 hours prior to the event to confirm all last minute details.

THE DAY OF YOUR BOUTIQUE

10. Be sure to set a display area up within your location to promote your business. This applies as well for non-profits partners who will be receiving donations at the boutique.
11. Your Facilitator will assist all of the vendors in finding their space with your location to set up and any other logistics that are needed (moving furniture, assisting with set up, etc.).
12. Please make sure to introduce yourself and your guests to the women business owners...there is always amazing connections made at these boutiques and talking about what you do or what products or services that you are looking for is the BEST way to build new relationships.
13. Your Facilitator will greet your guests at the door, have them sign in and create a name badge. The Facilitator also directs the guests to where the vendors are located (i.e. "we have ladies on all floors of the building today").
14. After your successful boutique...you will receive a survey asking you how we did. Your feedback is invaluable to us and allows for us to grow and improve over time. You will also receive a spreadsheet of your guests that had attended in case you would like to send them a thank you note or add them to a mailing list.
15. Your testimonial is also very important to us...if you could please write a few sentences to describe your experience, that would be great!

We strive to make this a wonderful experience for you and your guests. We thank you for your support of local women in business and ask that you refer us to anyone that you may know who would benefit from participating in a boutique or hosting a boutique.