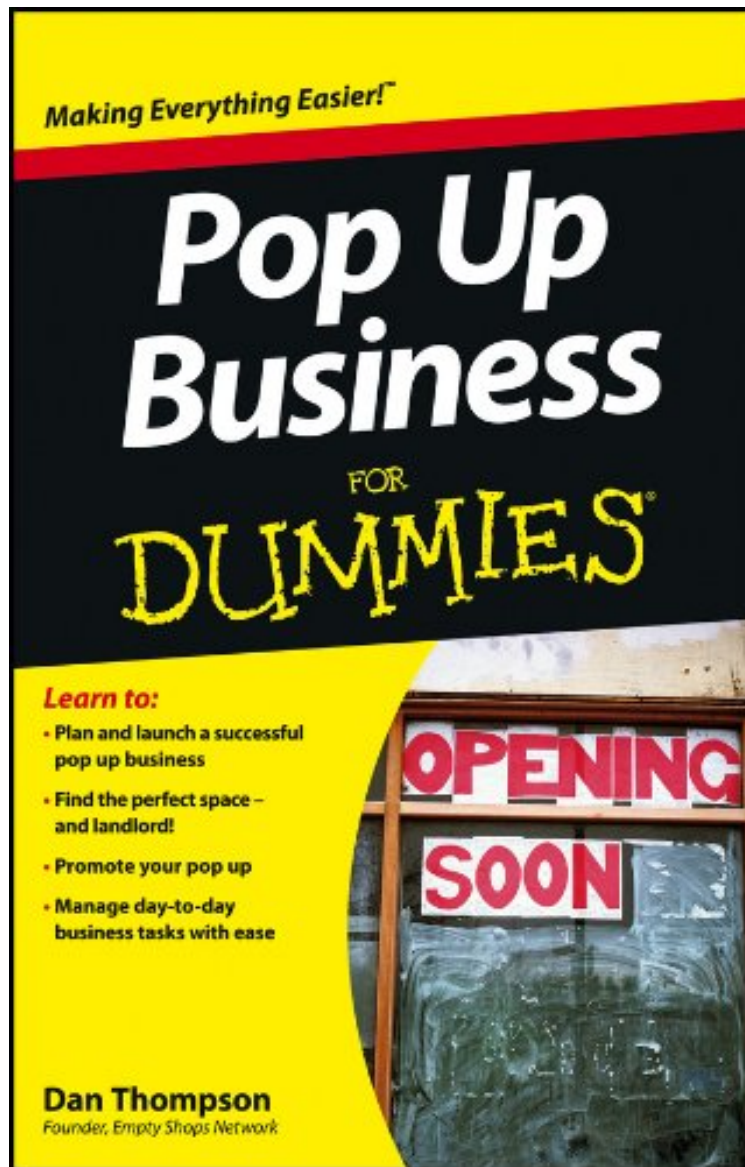


Pop-Up Business For Dummies

Dan Thompson

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0 of 0 people found the following review helpful. Basic information for the beginnerBy Michelle DunnI bought this book along with another about pop up shops. I have run a large pop up shop before and am doing another one so thought I might get some insight or new ideas if I read some books on the topic. This book was not very helpful to me, maybe because I had some experience. This book covers everything - so if you don't know anything about starting a pop-up or running any business this book can help you. I did not need all the business information, marketing

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Whether you're just starting out and want to test the viability of your business, or you're an established business looking to expand your reach, pop-ups offer an exciting and flexible opportunity. They're a great way to try new business ideas, experiment with a new product, location or market, gain exposure, and learn about your customers - all with limited risk and financial outlay. Inside Pop-Up Business For Dummies, you'll find: Planning your pop-up venture - whether it's a shop, studio, gallery, or community hub. Finding the right space for you. Negotiating with the landlord and sorting out the legalities. Fixing up and fitting out your space on a budget. Pulling in the punters - advertising and marketing your pop-up. Managing a successful pop-up business day-to-day. Closing up shop efficiently. Lots of case studies, checklists, tips and hints from experienced pop-up people!