







AUGUST

2024

BACK TO SCHOOL POP-BY

MON	TUE	WED	THU	FRI	SAT	SUN
			1	2	3	4
 <p>ORDER / SHOP FOR MATERIALS</p>						
5	6	7	8	9	10	11
CONFIRM RECIPIENT LIST	 <p>FILM SHOPPING FOR ITEMS & PACKAGES BEING DELIVERED</p>			MAP OUT & ASSIGN THE DELIVERY ROUTES FOR JENNY & ZUZ		
12	13	14	15	16	17	18
	 <p>ASSEMBLE & FILM MAKING BASKETS</p>			 <p>DELIVERY DAYS!</p>		
19	20	21	22	23	24	25
 <p>ASK CLIENTS TO SHARE & TAG YOUR POP-BY'S ON SOCIAL MEDIA</p> <p>REPOST THE CLIENT LOVE ON YOUR SOCIALS & REAP THE MARKETING BENEFITS!</p>						
26	27	28	29	30	31	
	 <p>FIRST DAY OF WAKE COUNTY SCHOOLS</p>					

POP-BY GOALS:

1. HIGH QUALITY/NAME BRAND GIFTS.
2. SHOP LOCAL WHEN POSSIBLE!
3. FILM! THE MORE B-ROLL THE BETTER.

NOTES

TRACK EVERYTHING:

- TIME
- MONEY SPENT
- INCOME
- CLIENT REPOSTS
- CLIENT TEXTS

*IF YOUR ASSISTANT DELIVERS THE POP-BY,
BE SURE TO SEND THAT CLIENT A PERSONALIZED TEXT*

PRODUCED BY: JENNY HENSLEY

YEARLY CALENDAR

- ADULTS
- CLIENTS W/ KIDS

JANUARY	FEBRUARY	MARCH
<p>NEW YEAR'S WINE BOTTLES</p> <ul style="list-style-type: none"> • QTY: 30-40 • * REMINDER * <ul style="list-style-type: none"> ◦ CREATE CUSTOM LABELS & RIBBON BY X DATE 	<p>VALENTINE'S CANDY BAGS (LOCAL IF POSSIBLE!)</p>	<p>NO POP BY'S IN MARCH (BREAK BETWEEN WINTER & SPRING POP BY'S)</p>
APRIL	MAY	JUNE
<p>SPRING BASKETS</p> <p style="text-align: center;">←—————→</p> <ul style="list-style-type: none"> • QTY: 50 • ORDER ITEMS BY X DATE <ul style="list-style-type: none"> ◦ LOCAL IF POSSIBLE • ARE THEY HIGH QUALITY PRODUCTS? <ul style="list-style-type: none"> ◦ THEME: GARDENING? FLOWERS? BRIGHT COLORS? 		<p>NO POP BY'S IN JUNE (LOTS OF CLIENTS ON SUMMER VACATION)</p>
JULY	AUGUST	SEPTEMBER
<p>BACK TO SCHOOL BASKETS</p> <p style="text-align: center;">←—————→</p> <ul style="list-style-type: none"> • QTY: 30-40 • ORDER ITEMS BY X DATE • DROP OFF BEFORE SCHOOL STARTS • ARE THEY HIGH QUALITY PRODUCTS? <ul style="list-style-type: none"> ◦ NAME BRANDS: SHARPIE, CRAYOLA, BIC, ELMER'S 		<p>NO POP BY'S IN SEPTEMBER (2 BIG FALL POP BY'S PLANNED)</p>
OCTOBER	NOVEMBER	DECEMBER
<p>FALL MUMS FROM LOCAL FARMER</p> <ul style="list-style-type: none"> • QTY: 75 • * REMINDER * NEEDS CUSTOM RIBBON 	<p>THANKSGIVING PIES (LOCAL IF POSSIBLE!)</p> <ul style="list-style-type: none"> • QTY: 50 • * REMINDER * NEEDS CUSTOM TAGS & RIBBON 	<p>NO POP BY'S IN DECEMBER (LOTS OF CLIENTS TRAVELING FOR THE HOLIDAYS)</p>