

# CLIENT SELECTION STRATEGY

## IMPORTANT QUESTIONS TO ASK ABOUT WHO GETS WHAT AND WHEN

DO THEY HAVE KIDS? IF SO, AGE & HOW MANY?

DO THEY HAVE PETS?

WHAT ARE THEIR INTERESTS/HOBBIES?

WHEN WAS YOUR LAST CONTACT? (EMAIL, TEXT, CALL)

WHEN IS THE LAST TIME YOU SAW THEM IN-PERSON?

WHAT WAS THE LAST POP-BY YOU BROUGHT THEM?

DO THEY FIT INTO THE POP-BY THEME?

WHERE DO THEY LIVE, GEOGRAPHICALLY?

HOW RECENTLY DID THEY PURCHASE THEIR HOME?

HAVE THEY GIVEN ME ANY REFERRALS?

HAVE THEY USED ME MORE THAN ONCE?

DO THEY HAVE SOCIAL MEDIA?

HAVE THEY TAGGED YOU AFTER RECEIVING A POP-BY BEFORE?

DO THEY ENTER MY GIVEAWAYS/ENGAGE WITH MY SOCIAL MEDIA?

# POP-BY SYSTEM CHECKLIST

TASK	DONE
IDENTIFY THE THEME OF THE POP-BY	<input type="checkbox"/>
IDENTIFY HOW MANY YOU ARE MAKING	<input type="checkbox"/>
IDENTIFY WHO IS GETTING THEM	<input type="checkbox"/>
DETERMINE WHAT THE ITEMS WILL GO IN (BASKET/BAG/BOX)	<input type="checkbox"/>
DETERMINE HOW MANY ITEMS YOU WILL NEED TO FILL THE BASKET	<input type="checkbox"/>
CREATE ANY CUSTOM LABELS, RIBBONS, ETC IF NEEDED	<input type="checkbox"/>
ORDER ITEMS ONLINE (PAY ATTENTION TO DELIVERY DATES)	<input type="checkbox"/>
SHOP FOR ADDITIONAL MATERIALS IN-PERSON	<input type="checkbox"/>
PLAN POP-BY ASSEMBLY DAYS	<input type="checkbox"/>
DETERMINE THE DELIVERY DAYS	<input type="checkbox"/>
PLAN FILMING DAYS (GETTING B-ROLL FOOTAGE)	<input type="checkbox"/>
MAP OUT THE DELIVERY ROUTES (MAPQUEST.COM)	<input type="checkbox"/>
ASSIGN THE DELIVERY ROUTES	<input type="checkbox"/>
LOAD UP YOUR CAR WITH POP-BY'S AND FILM IT	<input type="checkbox"/>
DELIVER POP-BY'S	<input type="checkbox"/>
TEXT CLIENTS WHEN YOU'VE DELIVERED IF THEY DO NOT COME TO THE DOOR	<input type="checkbox"/>
IF ASSISTANT DELIVERED THE POP BY, BE SURE TO SEND A PERSONALIZED TEXT	<input type="checkbox"/>
ASK CLIENTS TO POST ON SOCIAL MEDIA	<input type="checkbox"/>
REPOST & RESPOND TO TEXTS, SOCIAL MEDIA POSTS, ETC	<input type="checkbox"/>
REAP THE MARKETING BENEFITS!	<input type="checkbox"/>