



Retail Industry Webinar

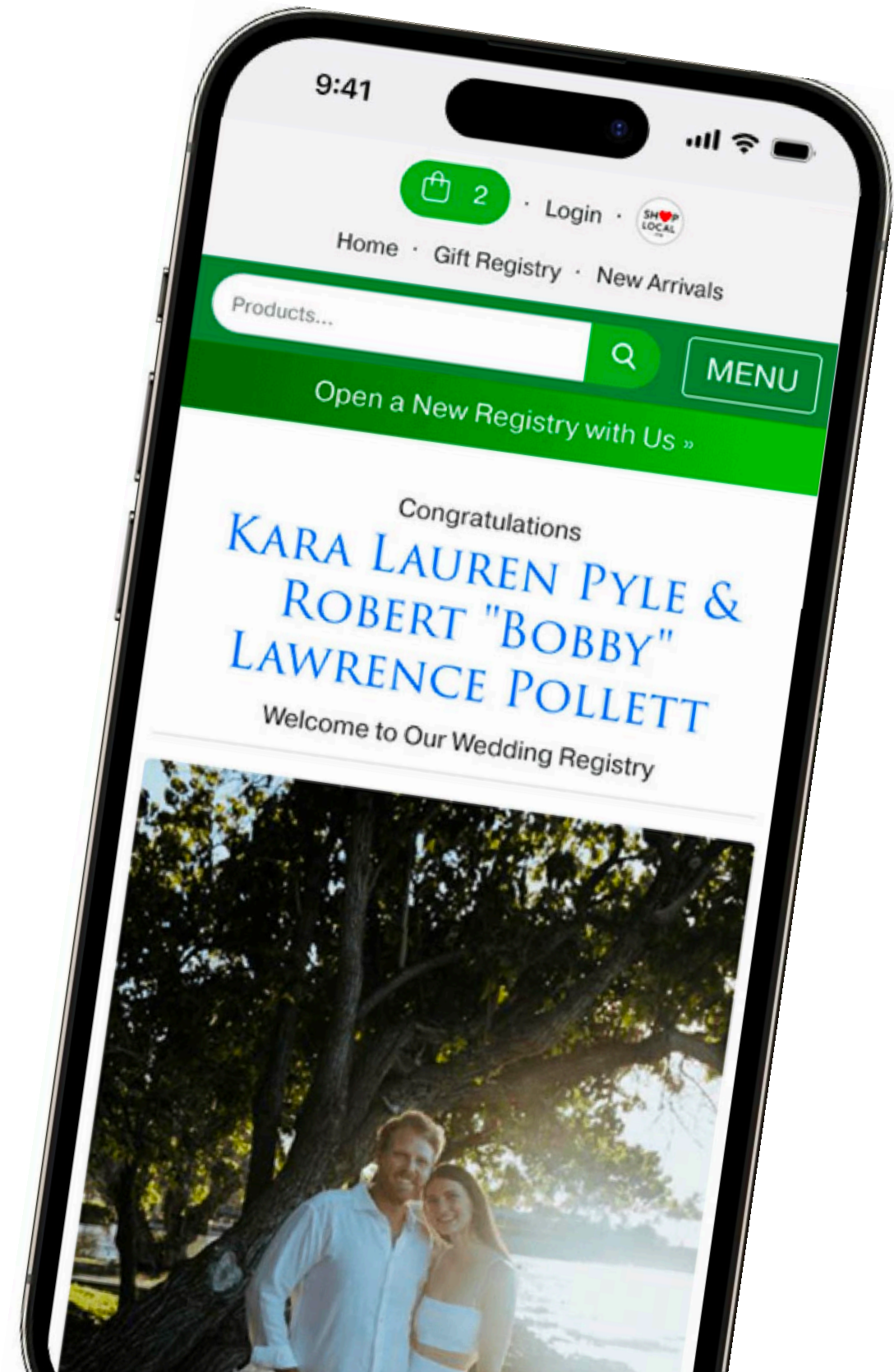
Welcome to

Say “Yes” to \$5k: How to Capture 5 Wedding Registries in 5 Days Worth \$5,000



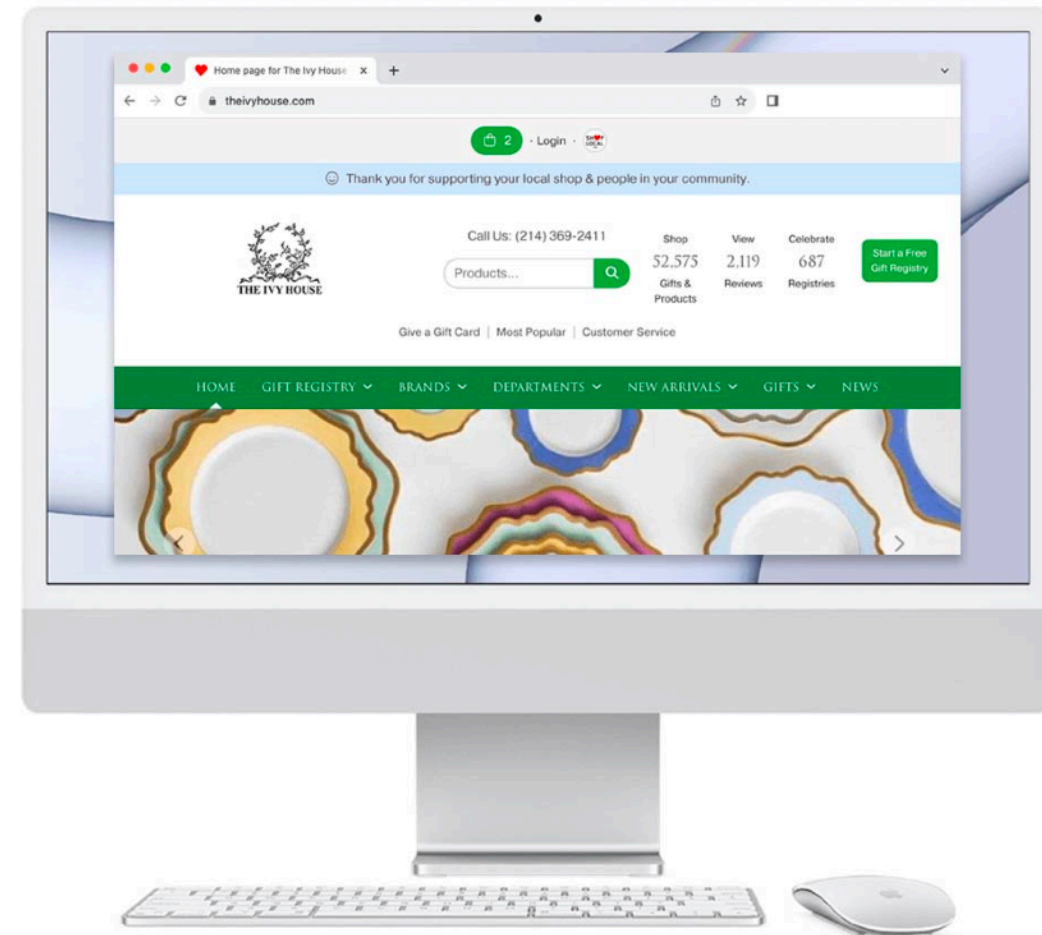
Presented by
Jason Solarek / Founder & CEO
Shop Local E-commerce & Gift Registry Platform
Powered by Bridge

jason@bridge.org / Call or text: 1-212-254-9655



Webinar Introduction

- Is this recorded? Share later? Yes.
- Can you receive a PDF? Yes.
- Should you attend this webinar if you already have a website with an online gift registry? Yes.
- Who should be attending this webinar?
 - Anyone that sells cups, plates, and similar items.
 - Anyone that sells tabletop, kitchen, or giftware lines.
 - Anyone that sells Juliska, Vietri, Herend, Casafina, etc.



I'll be at the trade shows:

- Dallas / Summer 2024
- Atlanta / Summer 2024

Help: Call or text 212-254-9655 or email coach@bridge.org

*** You are invited to use our plan and insights with any software. You don't have to use our service.**

Receive your free registry service: shoplocal.org

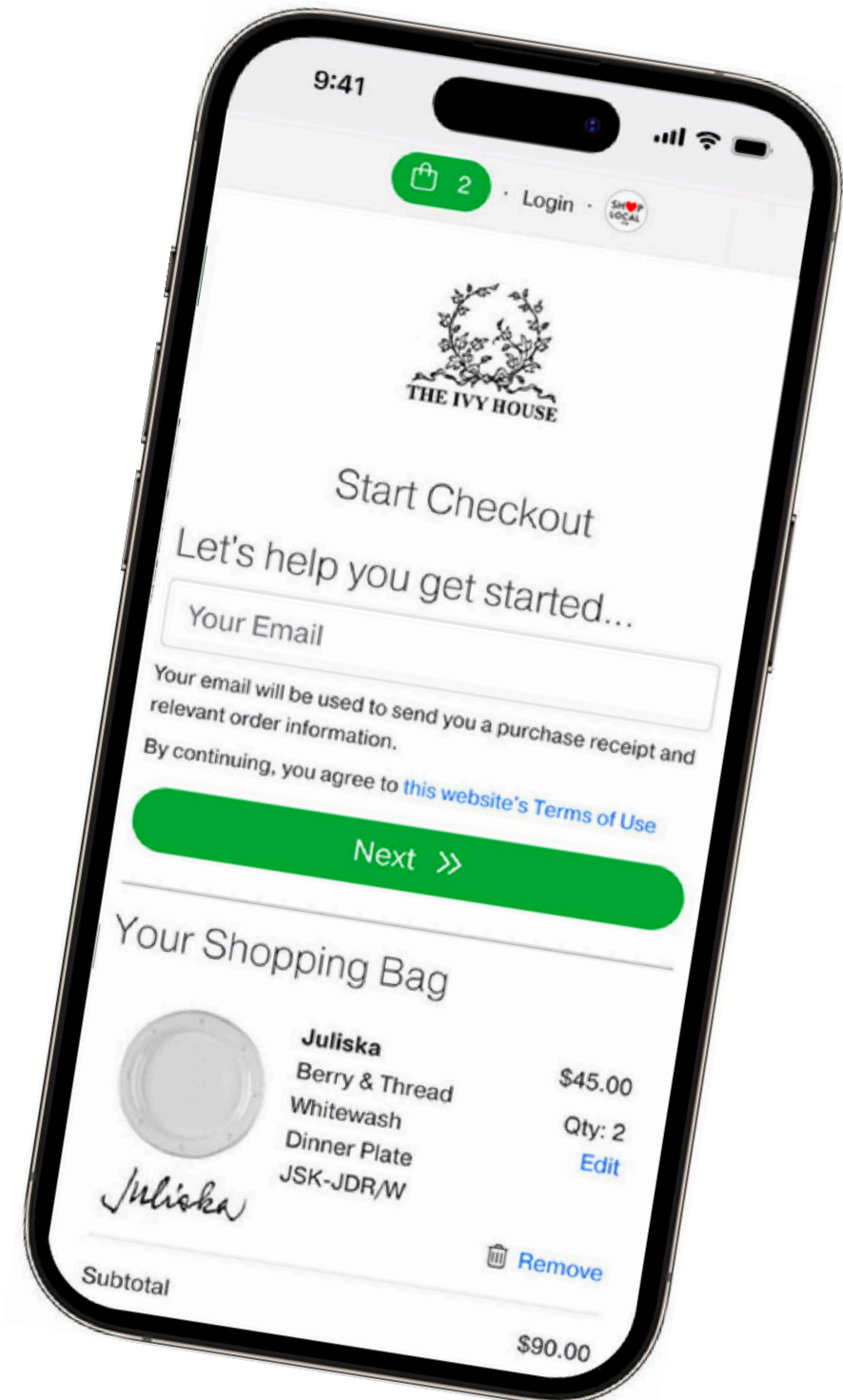


What Is Shop Local? ...Why Trust Us?

- Shop Local is an e-commerce and gift registry platform.
- We give your shop an Online Store.
- We give your shop an online Registry service.
- We help 1,400 indie stores with brick-and-mortar location.
- We've handled 80,000+ gift & wedding registries.
- We've handled \$124m+ in online sales.

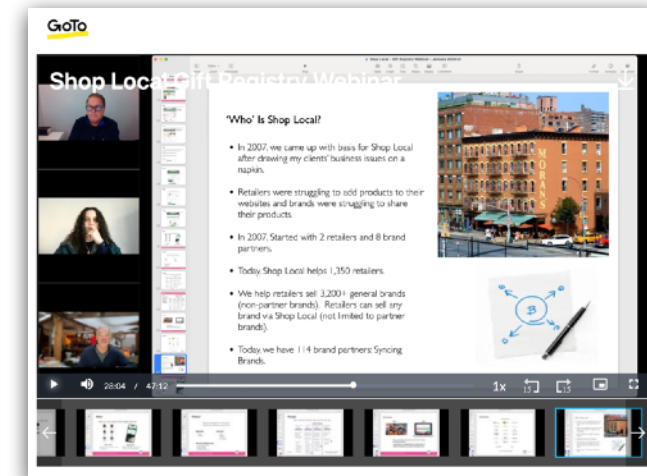
What Is Shop Local Not?

- Shop Local does not sell direct; we do not drive the shoppers to myshoplocal.com.
- We want customers on your Online Store: yourstorename.myshoplocal.com.



What we'll cover today:

- The Dream Outcome.
- The Problem.
- The Solution: The Calendar.
- See a sample wedding registry worth \$3.2k+ in orders.
- Live Events: \$5k/5 Day Live Challenges.
- Review the \$5k/5 Day calendar.
 - Day 1
 - Day 2
 - Day 3
 - Day 4
 - Day 5
 - Google Bonus
- FAQ.
- Q & A.



Are you a registry beginner?

First, watch the 101 webinar:

Introductory Registry Training for Indie Stores

Webinar covers:

- 5 reasons why your store should have a registry service.
- How to create a registry using our service.
- What a registry looks like.
- Pricing for our service.
- Syncing service.

Watch: [View Video - click here](#)

The Dream Outcome

Desired outcome:

In 5 days you receive 5 registries that are worth \$5k in sales.

Dream outcome:

- In 5 days you receive 10 registries that are worth \$10k in sales.
- You build a recurring revenue stream that generates money all year round.
- Generate \$78k+ in registry orders.



\$3,200

per wedding registry

\$1,600 online / \$1,600 in-store



\$78,000

per store

\$39,000 online / \$39,000 in-store



How will you enjoy the benefits of additional sales?

Receive your free registry service: shoplocal.org



The Problem

Problems preventing the Dream Outcome:

- No or few existing registrants.
- No registry plan.
- Not sure where to start.
- No registry materials
- No registry software.



“How do I grow my wedding registry business?”

The Solution

We'll give you the solutions to overcome the problems and achieve your Dream Outcome:

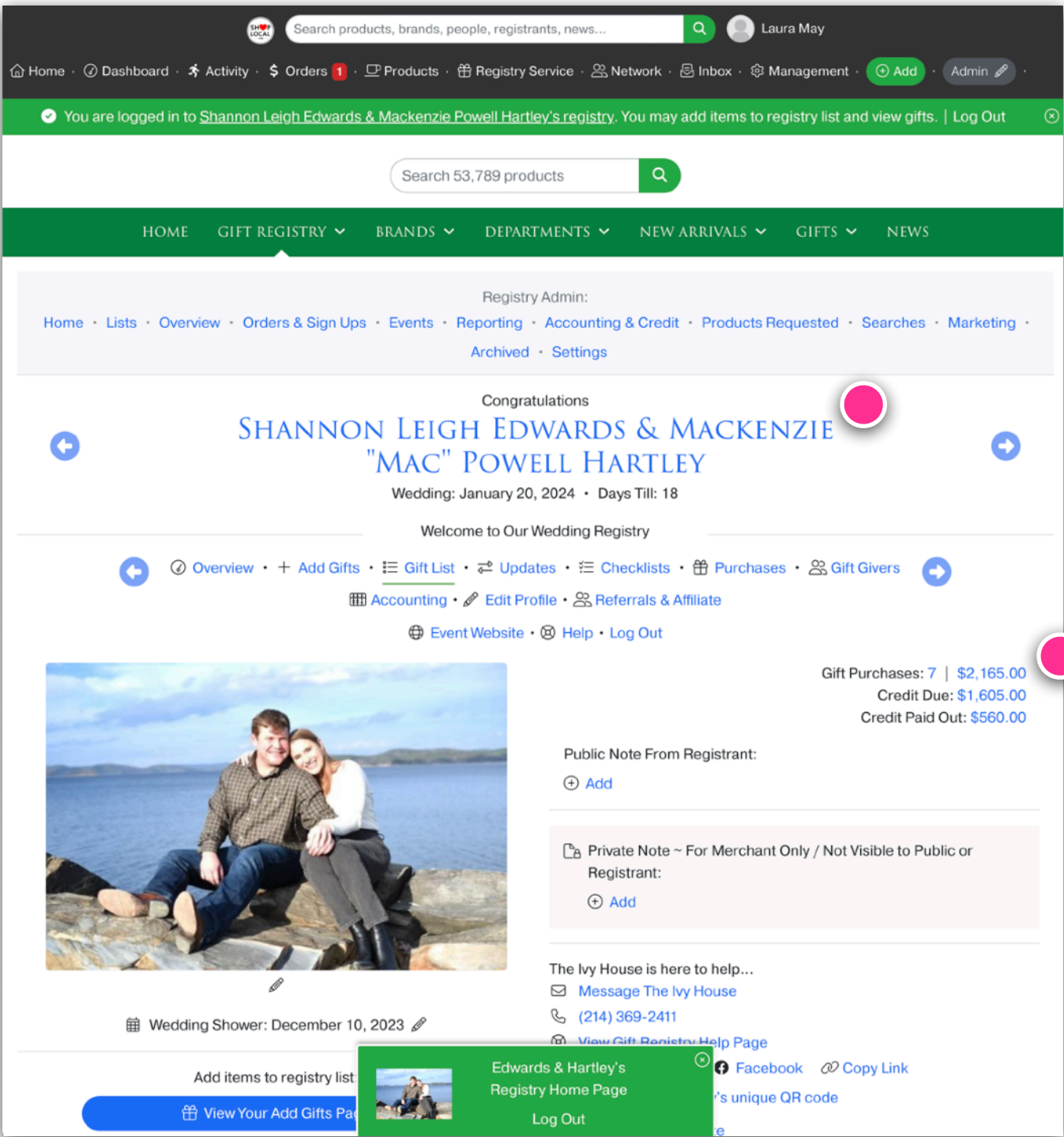
- How to get registrants.
- How to have a registry plan.
- How to start your registry growth.
- How to quickly create registry materials.
- How to get and use great registry software.



We put this blueprint's steps in a 5-day calendar.

What We'll Bring You


Example of a \$3,200+ Registry



What We'll Bring You

Example of a \$3,200+ Registry

2.



2 Pictures

\$135.00

[Manage Special Pricing](#)

Herend
Collections Chinese Bouquet Blue Dessert Plate
HRD-AB----01520-0-00

Diameter: 8.25"
8.25"D

[Details](#)

Like • 528

Share: [Copy Link](#) • [Email](#)

Requested
12

5 Gifted
7 Needed


5 Gifted:
1x [Mary Davis](#) (Online) [Edit](#)
● Applied as virtual registry credit & awaiting redemption by registrant
2x [Carla Fontes Hrcir](#) (Online) [Edit](#)
● Applied as virtual registry credit & awaiting redemption by registrant
2x By Manual Store Entry

[Enter Gift Purchase For This Item](#) ⓘ
[Manually Adjust Gifted](#)

[Add comment](#)

Hide

3.



3 Pictures

\$42.00

[Manage Special Pricing](#)

Royal Crown Derby
Chelsea Duet Bread And Butter Plate
DVC-ELYGOL62662

Diameter: 6.25"

[Details](#)

Like • 468

Share: [Copy Link](#) • [Email](#)

Requested
12

2 Gifted
10 Needed

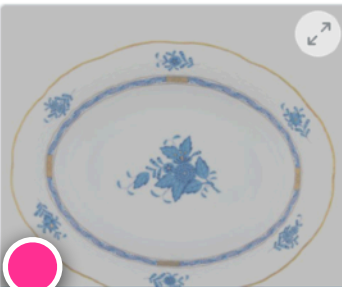
2 Gifted:
2x By Manual Store Entry

[Enter Gift Purchase For This Item](#) ⓘ
[Manually Adjust Gifted](#)

[Add comment](#)

Hide

4.



3 Pictures

\$265.00

[Manage Special Pricing](#)

Herend
Collections Chinese Bouquet Blue Oval Veg Dish
HRD-AB----01520-0-00

Diameter: 10.25"
10.25"D

[Details](#)

Like • 123

Share: [Copy Link](#) • [Email](#)

Requested
1

1 Gifted
0 Needed

1 Gifted:
1x By Manual Store Entry

[Enter Gift Purchase For This Item](#) ⓘ
[Manually Adjust Gifted](#)

[Add comment](#)

Hide

Gifted Completed

Morris & Davis's
Registry Home Page

Log Out

...But Does It Really Work?

We Help 1,400 of the Best Indie Stores in America



View featured retailers: Shoplocal.org

...But Does It Really Work?

Let's see what a new retailer says:



[Sassafra's](#) | Retailer | Vicksburg, MS

“I’m surprised at how fast we received orders...”

“I’m surprised at how fast we received orders after signing up for [Shop Local](#). In less than a day, I could offer my bridal registry customers thousands of products online. I receive a new order every other day. It’s easier than I thought it would be!

Customers send us reviews saying how easy it is for them. We win. They win. Win-win. And, great retailer support from coaches!”



Nancy Bullard / Owner
[Sassafra's](#) / Vicksburg, MS
Member Since April 2021

View featured retailers: Shoplocal.org

Five-Day Plan Overview

5 registries in...
5 days

M	T	W	TH	F
.
.
.
.

By following this plan, you will generate enough interest and engagement to achieve your goal of 5 registries in 5 days. Once you achieve those 5, they likely will bring you \$5k+ in orders.

Five-Day Plan Overview

5 Registries in 5 Days = \$5,000

Day 1:	Day 2:	Day 3:	Day 4:	Day 5:
Morning				
Let's fill in this calendar....				
Afternoon				



Five-Day Plan Overview

5 Registries in 5 Days = \$5,000

Day 1: Setup	Day 2: Launch	Day 3: Engage	Day 4: Event	Day 5: Final Push
Morning				
Software <ul style="list-style-type: none"> Get your software ready. If you have not already, open your Shop Local account with the Registry service. Learn about the important registry trends by watching the registry 101 video. Create an Offer <p>Create an incentive offer to encourage new registry sign ups. Set deadline of Day 5.</p> In-store Promotion <ul style="list-style-type: none"> Promote in your store that you have new wedding and gift registry service. You can find a template materials to print and use for this in your Shop Local Store (Settings > Marketing.) Print materials. 	Email <ul style="list-style-type: none"> Send email to clients announcing the service. Mention your registry event. Mention your promotion/incentive offer. Social Media Post <ul style="list-style-type: none"> Post on your social about your new wedding and gift registry service. You can find a template text and image for this in your Shop Local Store (Settings > Marketing.) Mention your registry event. Mention your promotion/incentive. Help <ul style="list-style-type: none"> Ask key business friends to share online that your business offers an online registry. Mention your promotion/incentive. 	Social Media Interaction <ul style="list-style-type: none"> Follow up with your social media post. Share it directly with friends and family and encourage them to share it. Team Up with Local Shops <ul style="list-style-type: none"> You'll team up with another local business to promote services. For example, this may be a wedding dress or jewelry store. You can find instructions on how to do this in your Shop Local Store (Settings > Marketing.) 	Email Reminder <ul style="list-style-type: none"> Send email reminder to clients about your registry event today. 	Pursue Leads <p>Follow up with leads that showed interest Monitor progress and notate results for future reference.</p> Ask for Reviews <p>Ask those that signed up to review your online service and experience. Share this review on social media.</p> Send Thank You Emails <p>Email thank you's to those that helped you during the week and attending the event. Offer them an incentive.</p>
Afternoon				
Event Prep <p>Prepare to host a virtual and/in person event on Day 4.</p> Email <ul style="list-style-type: none"> Draft an email to clients. <ul style="list-style-type: none"> You can find a template email for this in your Shop Local Store (Settings > Marketing.) 	Assessment <ul style="list-style-type: none"> View your email campaign open rates. View your social media stats. Contact key customer and resources to ask for help and input. Staff <ul style="list-style-type: none"> Ask staff to setup registries. 	Prepare Email Reminder <ul style="list-style-type: none"> Prepare email reminding clients about your registry event tomorrow. Mention your promotion/incentive offer ends soon. 	Host Event <p>Host your virtual and/in person event.</p>	Celebrate <p>You did it! You pushed yourself to learn new features. You planted the seeds for a profitable registry business.</p>

You can download this calendar in your Shop Local account in the File Sharing area.



Five-Day Plan Overview

Download your calendar in your Shop Local account's File Sharing area.

Day 1: Setup	Day 2: Launch	Day 3: Engage	Day 4: Event	Day 5: Final Push
Morning Software <ul style="list-style-type: none">Get your software ready. If you have not already, open your Shop Local account with the Registry service.Learn about the important registry trends by watching the registry 101 video. Create an Offer <ul style="list-style-type: none">Create an incentive offer to encourage new registry sign ups. Set deadline of Day 5. In-store Promotion <ul style="list-style-type: none">Promote in your store that you have new wedding and gift registry service.You can find a template materials to print and use for this in your Shop Local Store (Settings > Marketing.)Print materials. Afternoon Event Prep <ul style="list-style-type: none">Prepare to host a virtual and/or person event on Day 4. Email <ul style="list-style-type: none">Draft an email to clients.You can find a template email for this in your Shop Local Store (Settings > Marketing.)	Email <ul style="list-style-type: none">Send email to clients announcing the service.Mention your registry event.Mention your promotion/incentive offer. Social Media Post <ul style="list-style-type: none">Post on your social about your new wedding and gift registry service.You can find a template text and image for this in your Shop Local Store (Settings > Marketing.) Team Up with Local Shops <ul style="list-style-type: none">You'll team up with another local business to promote services. For example, this may be a wedding dress or jewelry store.You can find instructions on how to do this in your Shop Local Store (Settings > Marketing.) Help <ul style="list-style-type: none">Ask key business friends to share online that your business offers an online registry.Mention your promotion/incentive.	Social Media Interaction <ul style="list-style-type: none">Follow up with your social media post. Share it directly with friends and family and encourage them to share it. Team Up with Local Shops <ul style="list-style-type: none">You'll team up with another local business to promote services. For example, this may be a wedding dress or jewelry store.You can find instructions on how to do this in your Shop Local Store (Settings > Marketing.)	Email Reminder <ul style="list-style-type: none">Send email reminder to clients about your registry event today. Pursue Leads <ul style="list-style-type: none">Follow up with leads that showed interest.Monitor progress and note results for future reference. Ask for Reviews <ul style="list-style-type: none">Ask those that signed up to review your online service and experience. Share this review on social media. Send Thank You Emails <ul style="list-style-type: none">Email thank you's to those that helped you during the week and attending the event. Offer them an incentive.	Pursue Leads <ul style="list-style-type: none">Follow up with leads that showed interest.Monitor progress and note results for future reference. Ask for Reviews <ul style="list-style-type: none">Ask those that signed up to review your online service and experience. Share this review on social media. Send Thank You Emails <ul style="list-style-type: none">Email thank you's to those that helped you during the week and attending the event. Offer them an incentive.

Tip: Print your calendar. Write on it, etc.

SHOP LOCAL

Search products, brands, people, registrants, news...

Jason Solarek

Home · Dashboard · Activity 2 · Orders 1 · Products · Network · Inbox · Tickets · Management · Add · Admin

Search 72,477 products

HOME BRANDS ▾ DEPARTMENTS ▾ NEW ARRIVALS ▾ GIFTS ▾ NEWS CONTACT MORE ▾

My File Sharing Library > All

1,522 Files

All / Price List / Catalogs & Brochures / Images / Applications / Hospitality / Liked / Saved / Archived / Hidden

All Files

My Files


My Friends' Shared Files

Search Library... Search

Sort: Date Shared ▾

Today at 9:26 AM
NEW

\$5k/5-Day Wedding Registry Challenge



Download

You shared a PDF file:

Calendar: Wedding Registry \$5k/5-Day Challenge

Calednar---5-Day-Registry-Challenge-Blueprint-by-Shop-Local-v1.pdf

PDF • 54 KB

Training

Shared with public: No

Shared with your business friends who are: Retailers, Sales Reps, Brands/Distrib, Organizations

Like

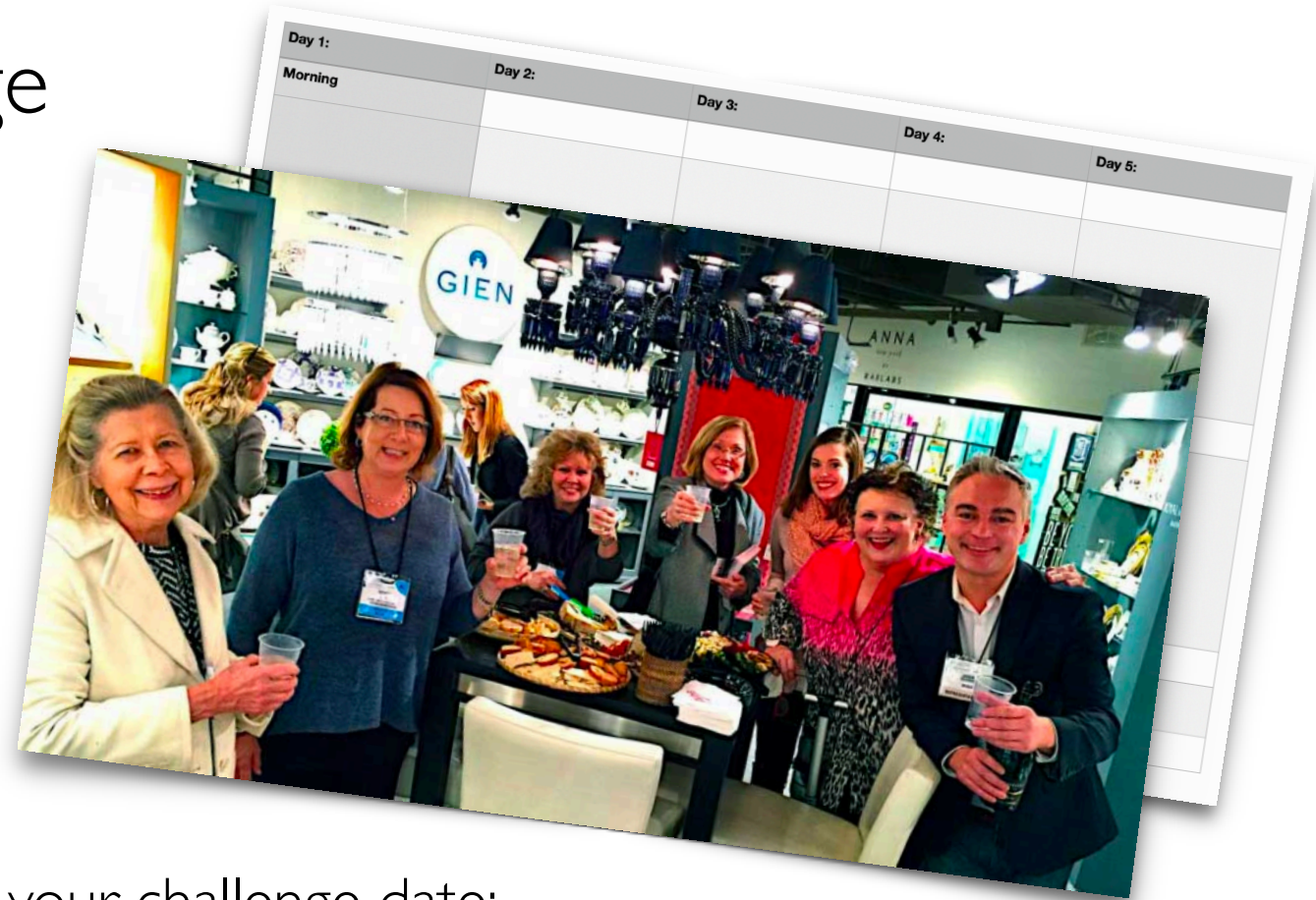
Edit · Archive · Delete

Events: Five-Day Group Challenge

Join a Group ~ Don't Do It Alone

Join other store owners in running the \$5k/5-day Challenge

- We're running the \$5k/5-Day Registry Challenge as a special live event.
- Collaborate with other merchants that are doing the plan at the same time as you.
- Daily, live check ins online and share your experiences, successes, and questions.
- Awards, such as for most registries gained, best email campaign, and best social media post.



Pick your challenge date:

- Monday, April 8 - Friday, April 12
- Monday, August 5 - Friday, August 9

Space is limited.

Price: \$149 / RSVP to: coach@bridge.org

Special Offer:

April Run: Join before April 2 and save \$100. Pay just \$49.

August Run: Join before July 29 and save \$100. Pay just \$49.

Day One: Setup

5 Registries in 5 Days = \$5,000

Overview

Day 1: Setup
Morning
Software <ul style="list-style-type: none">• Get your software ready. If you have not already, open your Shop Local account with the Registry service.• Learn about the important registry trends by watching the registry 101 video.
Create an Offer <p>Create an incentive offer to encourage new registry sign ups. Set deadline of Day 5.</p>
In-store Promotion <ul style="list-style-type: none">• Promote in your store that you have new wedding and gift registry service.• You can find a template materials to print and use for this in your Shop Local Store (Settings > Marketing.)• Print materials.
Afternoon
Event Prep <p>Prepare to host a virtual and/in person event on Day 4.</p>
Email <ul style="list-style-type: none">• Prepare an email to clients.• You can find a template email for this in your Shop Local Store (Settings > Marketing.)

Morning:

- A. Software Setup: Open your new Online Store and registry service.
- B. Customize your software. Input tax rate, etc.
- C. Create a Registry Offer.
- D. In-Store Promotion.

Afternoon:

- E. Event Prep.
- F. Email Prep.

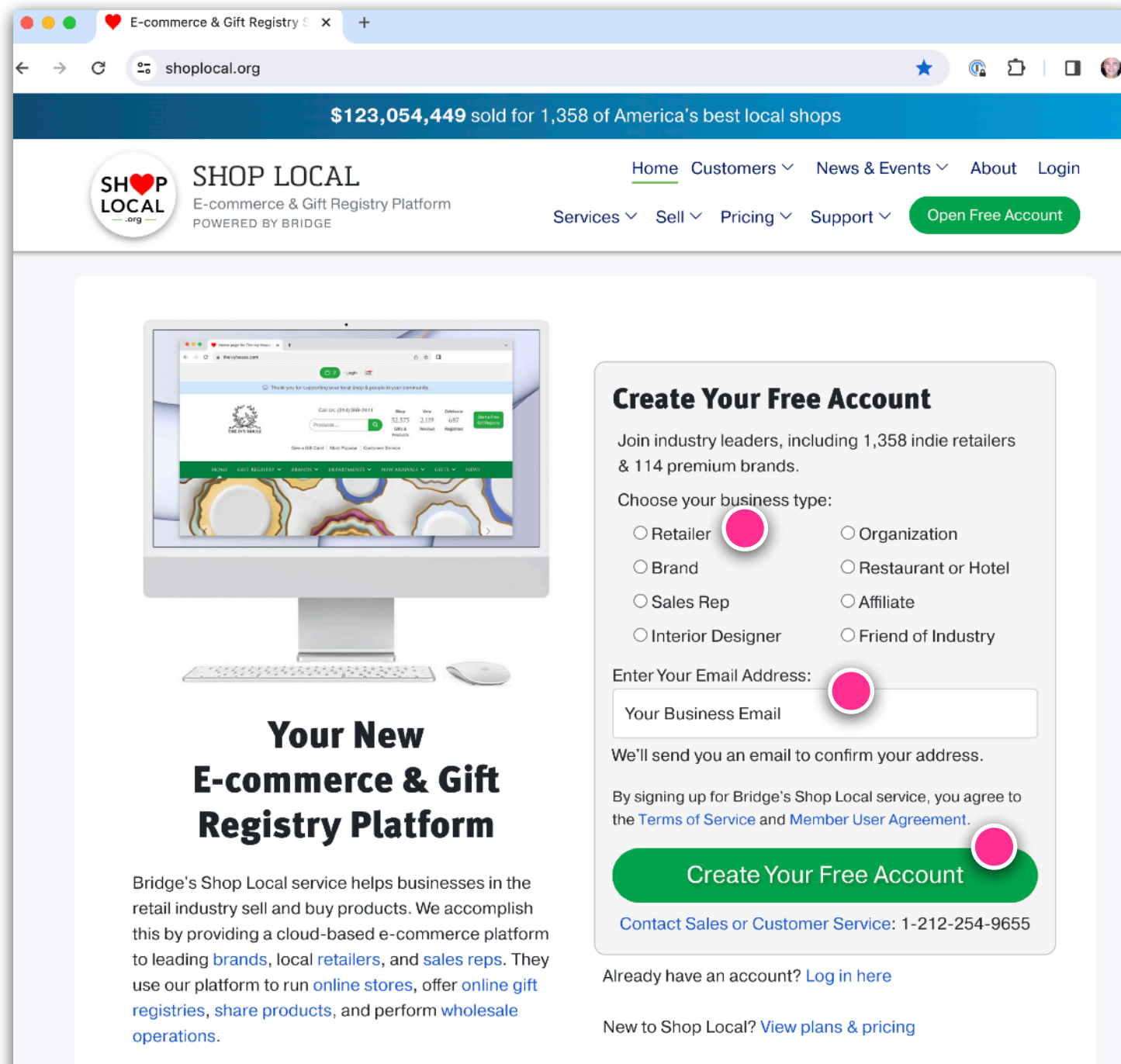
Tip:

If you already have an account, you can skip this step.

Day One: Setup

Morning:

A. Software Setup



The screenshot shows the Shop Local website with a navigation bar at the top. The main content area features a large image of a computer monitor displaying the Shop Local interface. To the right of the monitor is a 'Create Your Free Account' form. The form includes a heading, a brief description, a list of business types with radio buttons, an email address input field, a confirmation statement, a terms and conditions link, a large green 'Create Your Free Account' button, and contact information. There are also links for existing users and new users.

SHOP LOCAL
E-commerce & Gift Registry Platform
POWERED BY BRIDGE

Home Customers News & Events About Login
Services Sell Pricing Support [Open Free Account](#)

Create Your Free Account

Join industry leaders, including 1,358 indie retailers & 114 premium brands.

Choose your business type:

☐ Retailer ☐ Organization
☐ Brand ☐ Restaurant or Hotel
☐ Sales Rep ☐ Affiliate
☐ Interior Designer ☐ Friend of Industry

Enter Your Email Address:

We'll send you an email to confirm your address.

By signing up for Bridge's Shop Local service, you agree to the [Terms of Service](#) and [Member User Agreement](#).

[Create Your Free Account](#)

[Contact Sales or Customer Service: 1-212-254-9655](#)

Already have an account? [Log in here](#)

New to Shop Local? [View plans & pricing](#)

Your New E-commerce & Gift Registry Platform

Bridge's Shop Local service helps businesses in the retail industry sell and buy products. We accomplish this by providing a cloud-based e-commerce platform to leading brands, local retailers, and sales reps. They use our platform to run online stores, offer online gift registries, share products, and perform wholesale operations.

Open your Shop Local account with the free Gift & Wedding Registry service.

Tip:

If you already have an account, you can skip this step

How It Works

- 1 Visit [shoplocal.org](#)
- 2 Open a free [Online Store](#) with the gift registry service built-in. Join as a retailer.
- 3 You and registrants use your Online Store to add and manage gift registry lists.
- 4 Friends and family use the gift lists to buy gifts online, via telephone, and in-store.

Your setup cost: \$0

Free setup.
No monthly fee.
No annual fee.

Receive your free registry service: [shoplocal.org](#)

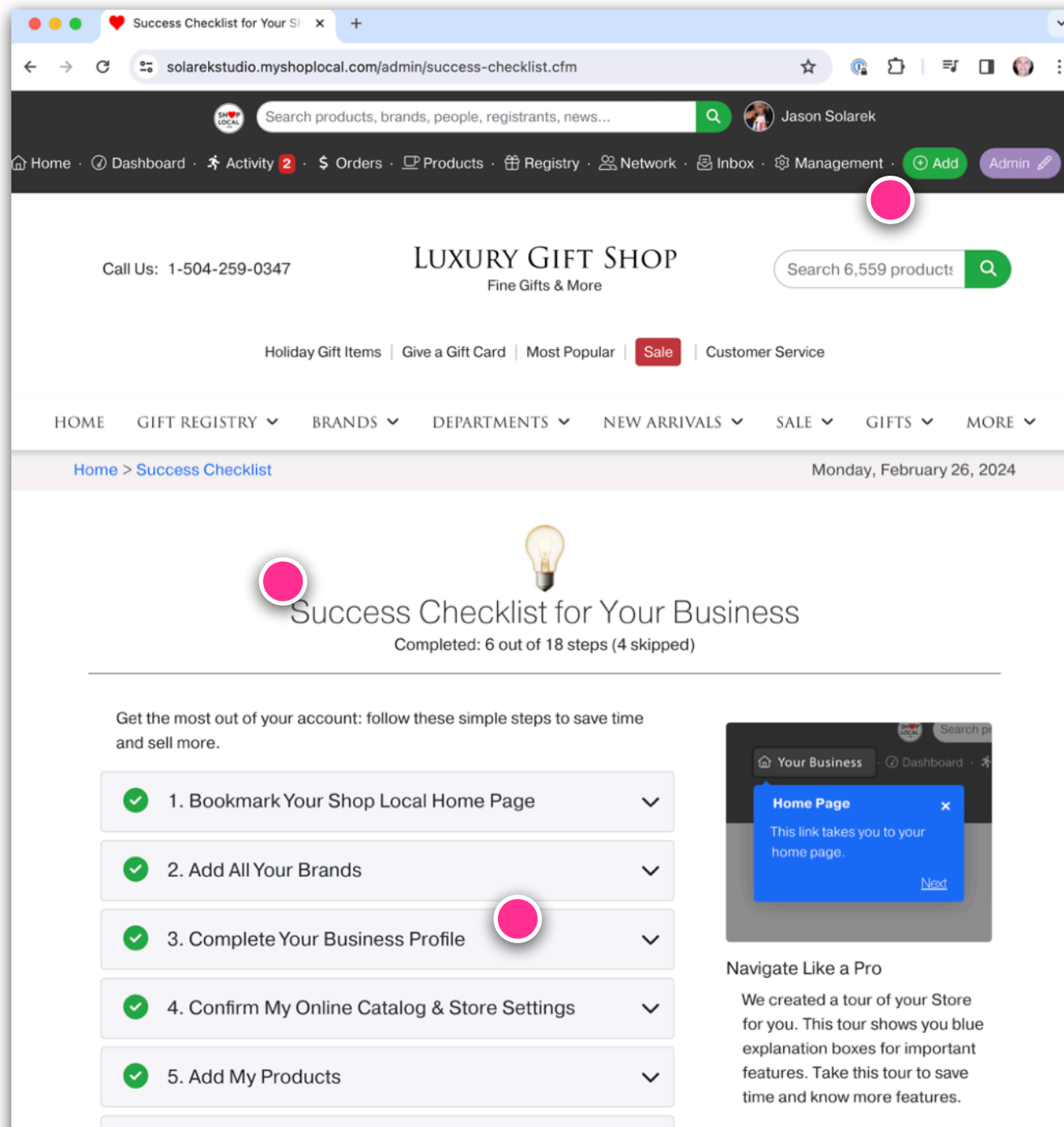


Day One: Setup

Morning:

B. Customize Your Software

After you open your Shop Local account...



- **Follow the Store's Success Checklist.**
- Update your store's Profile (e.g. Add your tax rate.)
- Review your registry service settings.

Receive your free registry service: shoplocal.org



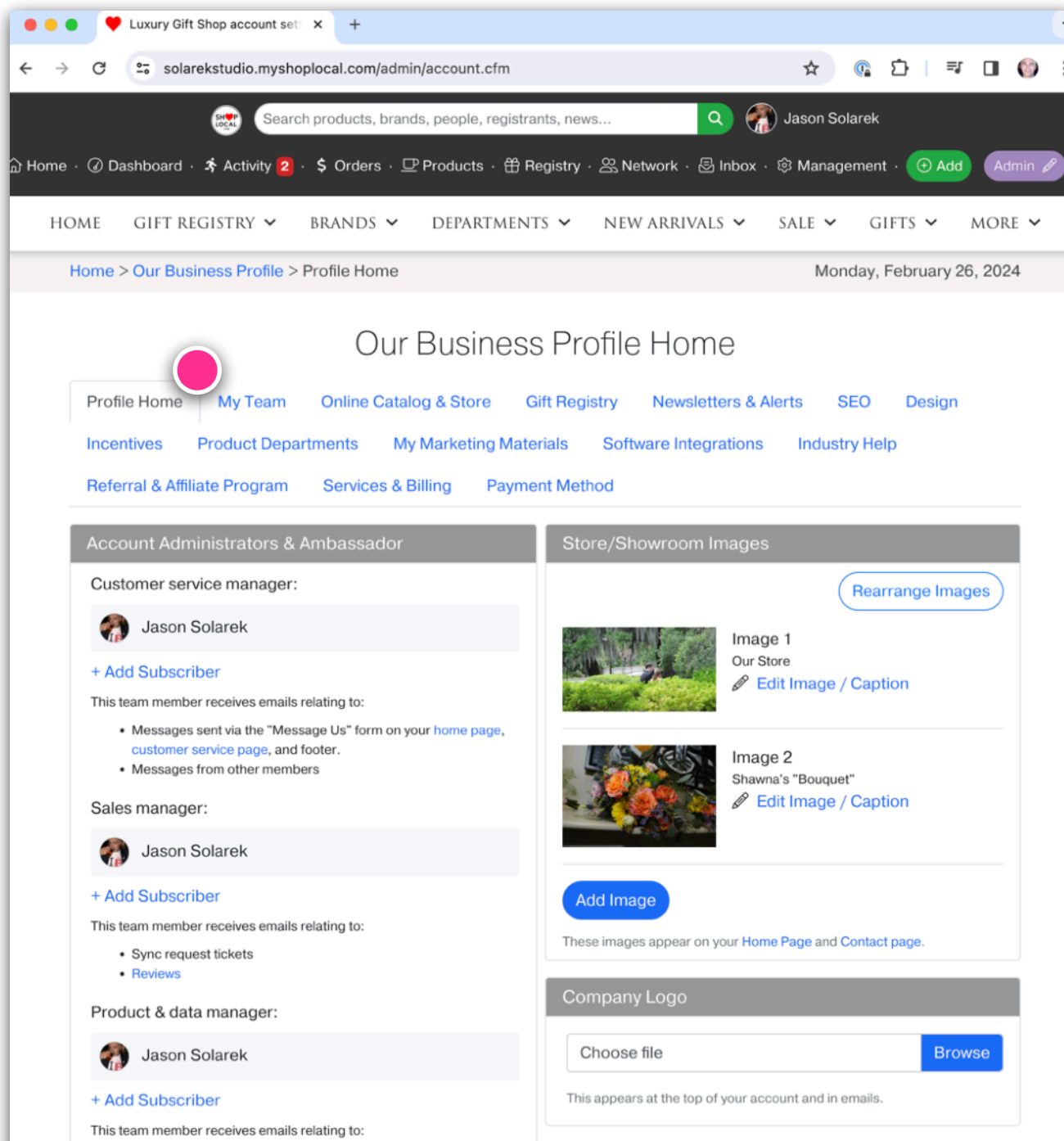
Day One: Setup

Morning:

B. Customize Your Software

After you open your Shop Local account...

- Follow the Store's Success Checklist.
- **Update your Store's Profile (e.g. Add your tax rate.)**
- Review your registry service settings.



Receive your free registry service: shoplocal.org



Day One: Setup

Morning:

B. Customize Your Software

After you open your Shop Local account...

- Follow the Store's Success Checklist.
- Update your store's Profile (e.g. Add your tax rate.)
- **Review your registry service settings.**

Receive your free registry service: shoplocal.org



Day One: Setup

Morning:

B. Customize Your Software


You need to get your Store filled with product that registrants and your staff can add to registries.

After you open your Shop Local account...

My Brand Manager > Add Brand

My Public Brand Home Page | My Brand Manager | Wholesale: Terms • Price Floors • Order Online | Syncing Brands
| Add Brand | Request Brand | Invite Brands










Add Brand
You can add a brand to your account from the list below.
To search for a brand, please search for the brand at the top of your account in the Top Level Bar (black bar).

Search products, brands, people, registrants, news...  My Name

Activity • Orders • Products • Network • Inbox 1 • Registry • Management

View Brands by Department:
• Dining & Entertainment
• Kitchen
• Decorating & Accessories
• Office & Desk
• Jewelry
• Watches
• All Syncing Brands
• Top 100 Brands

Below are the 100 most popular brands that businesses sell on the Shop Local platform:

Brand	Brand Is Showing On My Account	Syncing Brand Color Key	Action	Contact Corporate
1. Abigails	 View In My Account Yes	My business is not Syncing products with this brand Ask to Sync	Ask to Sync Products  	Message Shop Local account
2. Anna Weatherley	 View In My Account Yes	Your business is Synced	 	Message Shop Local account
3. Annieglass	 View In My Account No	My business is not Syncing products with this brand Ask to Sync	Ask to Sync Products  	Message Shop Local account

You are in Admin mode

- Follow the Store's Success Checklist.
- Update your store's Profile (e.g. Add your tax rate.)
- Review your registry service settings.
- **Fill your Store with products (this is on the Success Checklist):**
 - Send Product Syncing requests to participating brands.
 - Import products with Excel.
 - Sync with your Shopify account.

Day One: Setup

Morning:

C. Create Registry Offers...Part I

Start New Registry

Incentive amount to offer registrant to open new wedding registry at your store:

\$40 (Default) / We recommend \$70

Your software only offers this sign-up bonus to wedding registrants.

Promote Your Registry

Incentive amount to offer wedding registrant if they complete all 5 registry steps:

\$80 (Default) / We recommend \$120

Your software only offers this 5-step completion bonus for wedding registries.

The 5 steps a bride must complete:

1. Add picture to their profile.
2. Add comment to product on list.
3. Add link on official wedding site.
4. Add link on social media.
5. Review their experience registering at your store.

Post Wedding Discount

Offer wedding registrant's a post-wedding discount on un-purchased items:

Yes ~ 5% (Default) / We recommend 20%

The screenshot shows the 'Registry Incentives' section of the Solarek Studio MyShopLocal admin interface. The URL in the browser is 'solarekstudio.myshoplocal.com/admin/account.cfm?registry'. The page has a light blue header and a white body. The 'Registry Incentives' section is highlighted with a grey background. It contains three main settings: 1. 'Incentive amount to offer registrant to open new wedding registry at your store:' with a dropdown menu set to '\$40'. Below this is a note: 'Your software only offers this sign-up bonus for wedding registrants. Bridge recommends you offer an amount to better compete with major retailers.' 2. 'Incentive amount to offer wedding registrant if they complete all 5 registry steps:' with a dropdown menu set to '\$80'. Below this is a note: 'Your software only offers this 5-step completion bonus for wedding registrants. Bridge recommends you offer an amount to better compete with major retailers.' and a link: 'Learn more about the registry incentive program'. 3. 'Offer wedding registrant's a post-wedding discount on un-purchased items:' with a dropdown menu set to 'Yes ~ 20%'. Below this is a note: 'This discount keeps your business competitive with major players (e.g. Zola may offer a 20% discount.) The discount is applied the day after the wedding event. For six months from the wedding, the registrant can purchase the remaining gifts on their list at the designated % off. It can be used as many times as the registrant would like. The discount can only be redeemed in-store, which promotes in-store traffic and helps you control redemption.' To the right of these settings are two radio button options: 'Yes, registrant can...' and 'No, registrant can...' (selected, default). Below these is a note: 'Shop Local recommends...' and a text input field for 'If you choose any "Yes" what percent of credit...' with a '50%' button. At the bottom right is a 'Promote Anniversary' button. A green bar at the bottom of the page says 'Save Your Changes'. The Solarek Studio MyShopLocal logo is in the bottom right corner.

and exchanges are easy."

Registry Incentives

Incentive amount to offer registrant to open new wedding registry at your store:

\$40

Your software only offers this sign-up bonus for wedding registrants. Bridge recommends you offer an amount to better compete with major retailers.

Incentive amount to offer wedding registrant if they complete all 5 registry steps:

\$80

Your software only offers this 5-step completion bonus for wedding registrants. Bridge recommends you offer an amount to better compete with major retailers.

[Learn more about the registry incentive program](#)

In order to receive the bonus dollar amount for completing the 5 steps, the registrant must complete the 5 step incentive program within a certain number of days after the registry event date:

30 days

The incentive program has the most impact on boosting sales when the majority of the steps are completed by the registrant before the event. Since one of the steps is reviewing the experience, we suggest a 30-day window after the event to allow time for a review.

When the above is set to "yes," the software will alert the registrant about the suggested deadline.

Offer wedding registrant's a post-wedding discount on un-purchased items:

Yes ~ 20%

This discount keeps your business competitive with major players (e.g. Zola may offer a 20% discount.) The discount is applied the day after the wedding event. For six months from the wedding, the registrant can purchase the remaining gifts on their list at the designated % off. It can be used as many times as the registrant would like. The discount can only be redeemed in-store, which promotes in-store traffic and helps you control redemption.

Yes, registrant can...

No, registrant can... (default).

Shop Local recommends...

If you choose any "Yes" what percent of credit...

50%

Promote Anniversary

Save Your Changes

SHOP LOCAL .org

Tips:

- Average wedding registry purchase is \$142.
- Average wedding registry brings in \$3,200

Day One: Setup

Morning:

C. Create Registry Offers...Part 2

Add Your Unique Offer

Offer registrants something unique and interesting. Offer them a deal that is too good to be true.

What is unique
about your shop
and the experience
you offer?

Day One: Setup

Morning:

D. In-store promotion

1. Visit Marketing page.
2. Save template file.
3. Open template file.
4. Add your QR code.
5. Print file.

Tip:

Print small 8.5 x 11" pieces and put them in upright displays.

Place:


- POS.
- On shelves.
- In Window.



solarekstudio.myshoplocal.com/admin/account.cfm?grow

[Download image for use in social post](#)

C. Your Store




You can make it easy for in-store shoppers to shop online. Place signage in your store promoting your Shop Local Store. We recommend you place signage:

- By your cash register / POS system.
- On shelves.
- In your store windows and doors.
- In your printed advertisements.

i. Print Your Own Materials:

We invite you to print the following materials and place them in your store.

Template 1

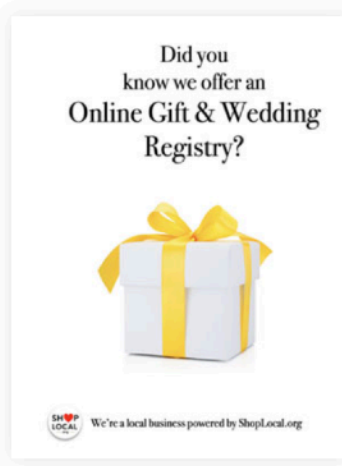


Did you know we offer an Online Gift & Wedding Registry?

storename.myshoplocal.com

We're a local business powered by ShopLocal.org

Example: Customize your template by adding your website URL and QR code



Did you know we offer an Online Gift & Wedding Registry?

Download

Original Template

QR codes are an easy way for customers to visit your Shop Local account. You can print out your QR code and use it for the above purposes. We recommend you place text next to the QR code. This helps customers know to what the QR code leads.

[Learn more about the registry flyer](#)

Day One: Setup

Morning:

D. In-store promotion



Tip: Try out the QR code using your mobile phone. Ask your staff to try, too.



Tip: Upright displays work...

solarekstudio.myshoplocal.com/admin/account.cfm?grow

advertisements, in your showroom materials, and more.

Logo Choices:

Logo	Bold logo	Bold logo	Bold logo
Logo with green outline on white circle	Bold logo on white circle	Bold logo black and white on clear circle	Bold logo black and white on black circle

Your unique QR codes:

Your Shop Local home page:

[PDF](#) • [Image](#)

This QR code leads to:
<https://solarekstudio.myshoplocal.com>

Your Shop Local gift registry home page:

[PDF](#) • [Image](#)

This QR code leads to:
<https://solarekstudio.myshoplocal.com/registry.cfm>

Your Shop Local reviews page:

[PDF](#) • [Image](#)

This QR code leads to:
<https://solarekstudio.myshoplocal.com/reviews.cfm>

Need help using a QR code? Shop Local can help you for free. Please email coach@bridge.org or call or text 1-254-9655.

SHOP LOCAL .org

Day One: Setup

Afternoon:

E. Event Prep

- Plan to have an event on Day 4.
- You may wish to have drinks and food.
- You'll invite friends, family, and customers.
- Place this event on your staff calendar.

Tip: Pick some interesting local drinks and food that will show your a local shop.



Day One: Setup

Afternoon:

F. Draft Email

- You'll draft an email that you'll send to all of your clients, family, and friends.
- You'll use:
 - Your native email program.
 - Mailchimp.
 - Constant Contact.
 - Hubspot.
- The email will mention:
 - Your promotions.
 - The deadline to receive promotion.
 - Bonuses.
 - Your event on Day 4.

Tip: You can set your email service to send the email tomorrow morning.

Sample email



Subject: Say "Yes" to this [insert day 4 day]? 🎁🎁🎁

Dear Friends of [insert store name],

We have great news: We now offer a wedding registry service. We can now help you and your family with their wedding registry wishes.

We're launching our registry service with a special event this [insert day 4 date]. It's at [time]. Please join us for [insert food and drink]. Will we see you then? We hope so.

7 Reasons to Register With Us:

1. The average wedding registry receives \$1,000+ in online orders.
2. We offer new registrants a \$30 in-store gift card.
3. Receive another \$70 on top of this when you complete 5 simple steps
4. We offer [X] products
5. We offer premium brands, including [insert brands, such as Herend, Juliska, and Vietri if applicable].
6. We offer wedding, baby, house warming, wishlist, and all types of registries.
7. We're a local shop. Exchanges and returns are quick and easy.

Bonus: Start a new registry by [date of day 4] and you'll receive [insert].

You can create wedding registry with us online in a few minutes:

1. Visit our wedding registry home page here:
[insert your registry link]
2. Create your registry.
3. Add your products to your registry list.
4. Share your registry with friends and family.
5. You're all set: Start receiving gifts.

P.S. You're invited:
Thank you.

Shop local,

[insert your name]



Day Two: Launch

Overview

Day 2: Digital Promotion	
Email <ul style="list-style-type: none">• Send email to clients announcing the service.• Mention your registry event.• Mention your promotion/incentive offer.	
Social Media Post <ul style="list-style-type: none">• Post on your social about your new wedding and gift registry service.• You can find a template text and image for this in your Shop Local Store (Settings > Marketing.)• Mention your registry event.• Mention your promotion/incentive.	
Help <ul style="list-style-type: none">• Ask key business friends to share online that your business offers an online registry.• Mention your promotion/incentive.	
Assessment <ul style="list-style-type: none">• View your email campaign open rates.• View your social media stats.• Contact key customer and resources to ask for help and input.	

Morning:

- A. Send email.
- B. Post to socials.
- C. Ask for help.

Afternoon:

- D. Assessment.

Day Two: Launch

Morning:

A. Send email.



Send your email that you drafted yesterday.

Goal: Send email by 10 am



Day Two: Launch

Morning:

C. Ask for help.

- Text and call friends.
- Share your goal and 5 day plan.
- Ask for their ideas and help promoting it.

The Ivy House is Dallas' leading registry resource.

Jason and Laura May, The Ivy House owner



Receive your free registry service: shoplocal.org



Training

Day Two: Launch

Afternoon:

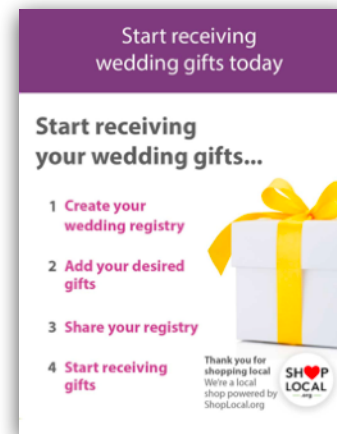
E. Staff engagement.

- Ask staff to open a registry and test the service.
- Offer the staff \$10 bonus for each wedding registrant they sign up.
- You want to have a few registries, regardless of the type (e.g. wishlist, etc.) that are “real.” Having these are “proof of concept” that you do in fact have active, real registries and can share this fact with customers and prospects.

Day Two: Launch

Afternoon:

D. Assessment



- View email open rates.
- View social media post stats.

Day Three: Engage

Overview

Day 3: Engage	
Social Media Interaction <ul style="list-style-type: none">Follow up with your social media post. Share it directly with friends and family and encourage them to share it.	
Team Up with Local Shops <ul style="list-style-type: none">You'll team up with another local business to promote services. For example, this may be a wedding dress or jewelry store.You can find instructions on how to do this in your Shop Local Store (Settings > Marketing.)	
Prepare Email Reminder <ul style="list-style-type: none">Prepare email reminding clients about your registry event tomorrow.Mention your promotion/incentive offer ends soon.	

Morning:

A. Post to social about event tomorrow.

B. Reach out to local shops.

Afternoon:

C. Draft and send email reminder about event.

Day Three: Engage

Morning:

A. Social post: invite people to tomorrow's event.

Sample post

You're invited... 🎁🎁🎁

Join us tomorrow for an amazing wedding registry event. We'll have bubbly and showcase beautiful products for wedding registries. We'll celebrate our current and future brides.

Time: [insert]

Location: [insert]

8 reasons to attend:

1. The average wedding registry receives \$1,000+ in online orders.
2. We offer new registrants a \$30 in-store gift card.
3. Receive another \$70 on top of this when you complete 5 simple steps
4. We offer [X] products
5. We offer premium brands, including [insert brands, such as Herend, Juliska, and Vietri if applicable].
6. We offer wedding, baby, house warming, wishlist, and all types of registries.
7. We're a local shop. Exchanges and returns are quick and easy.
8. Bonus: [insert].

Goal: Post to socials by 10:30 am



You're invited... 🎁🎁🎁

Join us tomorrow for an amazing wedding registry event. We'll have bubbly and showcase beautiful products for wedding registries. We'll

Day Three: Engage

Morning:

B. Reach out to local shops.



Sample email / message to local shop owner/manager.

Subject: Cross promotion

Hi [name],

My name is [name] and I work at [store] at [location]. We're neighbors ;)

I like your business and think we can help each other.

I'd like to promote your business in my shop.

I recently launched a gift & wedding registry service at my shop. We're really excited about it.

Does a cross-promotion interest you?

P.S. - You're invited: I'm having a special event this [day] at [time] at [location]. Please join us for [insert food and drink].

Thank you.

Shop indie,

[your name]

Tip: You can also call local shops and use the email template as a script.

Day Three:

Afternoon:

C. Draft and send reminder email about event.

Goal: Send email by 4 pm



Sample email:



Subject: Tomorrow's event at [time]

Dear Friends of [insert store name],

We hope to you tomorrow ;)

(Reminder)

You're Invited...

Special Wedding Registry Event

5 pm - 7 pm

[Location]

Please join us for [insert food and drink].

Why attend?

1. We now offer a gift & wedding registry service. 🎁🎁🎁 We can now help you and your family with their registry wishes.
2. The average wedding registry receives \$1,000+ in online orders.
3. We offer new registrants a \$30 in-store gift card.
4. Receive another \$70 on top of this when you complete 5 simple steps
5. We offer [X] products
6. We offer premium brands, including [insert brands, such as Herend, Juliska, and Vietri if applicable].
7. We offer wedding, baby, house warming, wishlist, and all types of registries.
8. We're a local shop. Walk right in!

Bonus: Start a new registry by [date of day 4] and you'll receive [insert].

Will we see you tomorrow?

Thank you.

Shop local,

[insert your name]

Tip: You'll also want to text customers and candidates. Most people don't read email in a timely fashion.

Tip: Includes pics of drinks and food.



Day Four: Event

Overview

Day 4: Event
Email Reminder <ul style="list-style-type: none">• Send email reminder to clients about your registry event today.
Host Event <p>Host your virtual and/in person event.</p>

Morning:

- A. Final push for event via social media post and text messages.
- B. Prepare for event.

Afternoon:

- C. Host event.

Day Five: Final Push ...and Congrats!

Day 5: Final Push
Pursue Leads Follow up with leads that showed interest Monitor progress and notate results for future reference.
Ask for Reviews Ask those that signed up to review your online service and experience. Share this review on social media.
Send Thank You Emails Email thank you's to those that helped you during the week and attending the event. Offer them an incentive.
Celebrate You did it! You pushed yourself to learn new features. You planted the seeds for a profitable registry business.

Morning:

- A. Pursue leads.
- B. Ask for reviews.

Afternoon:

- C. Celebrate.

Day Five: Final Push ...and Congrats!

Afternoon:

C. Celebrate.

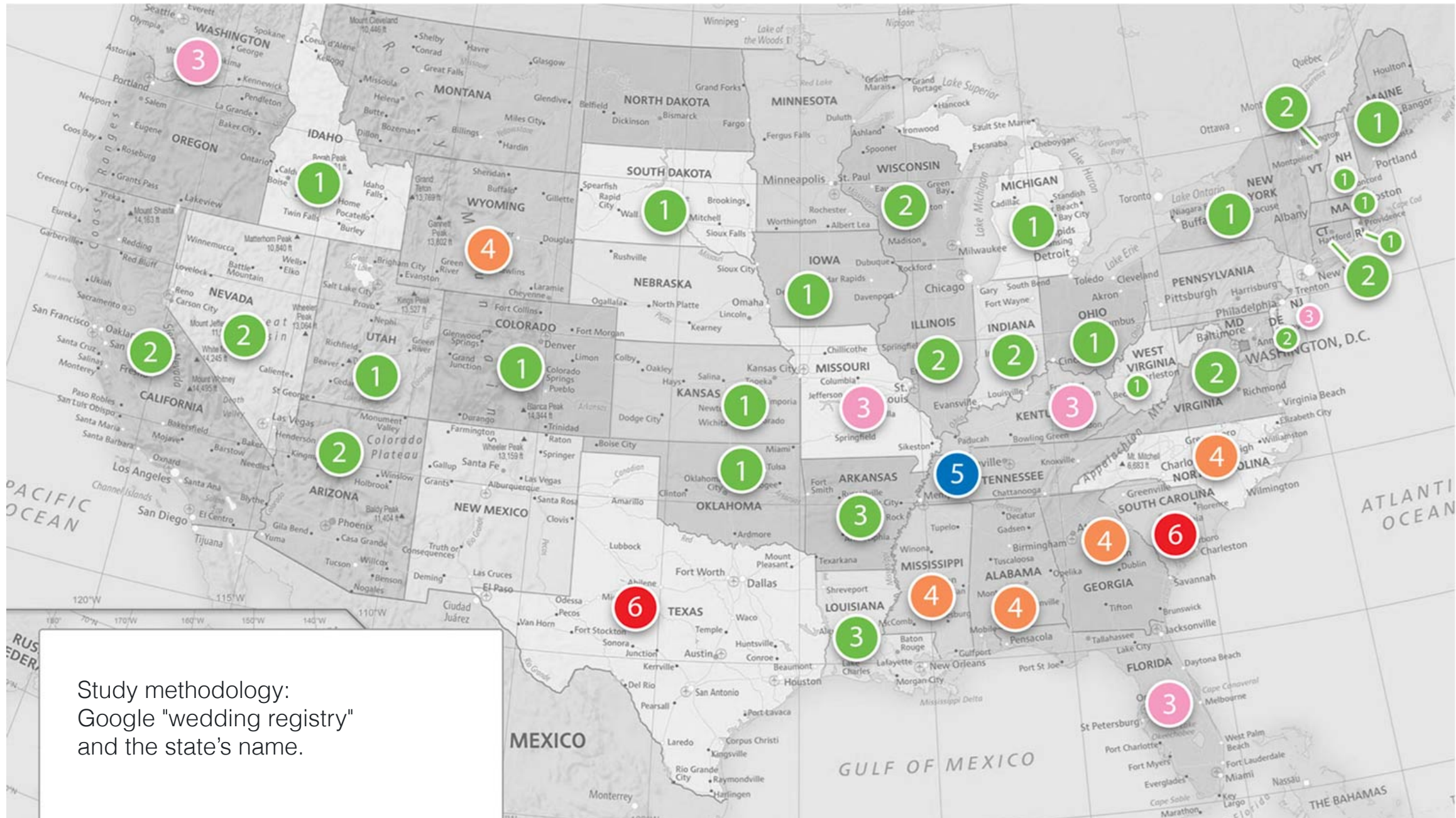
In just one week, you accomplished this:

- Setup online registry service.
- Created compelling reasons to register.
- Sent two emails.
- Posted twice on social.
- Contacted local businesses.
- Let your circle of friends and family know you're the registry destination.
- Gained new registrants.



Bonus: Let Google Do the Work For You

You just having a Shop Local account brings you wedding registries. Why? Because your Shop Local Store & Registry service will rank highly in Google.

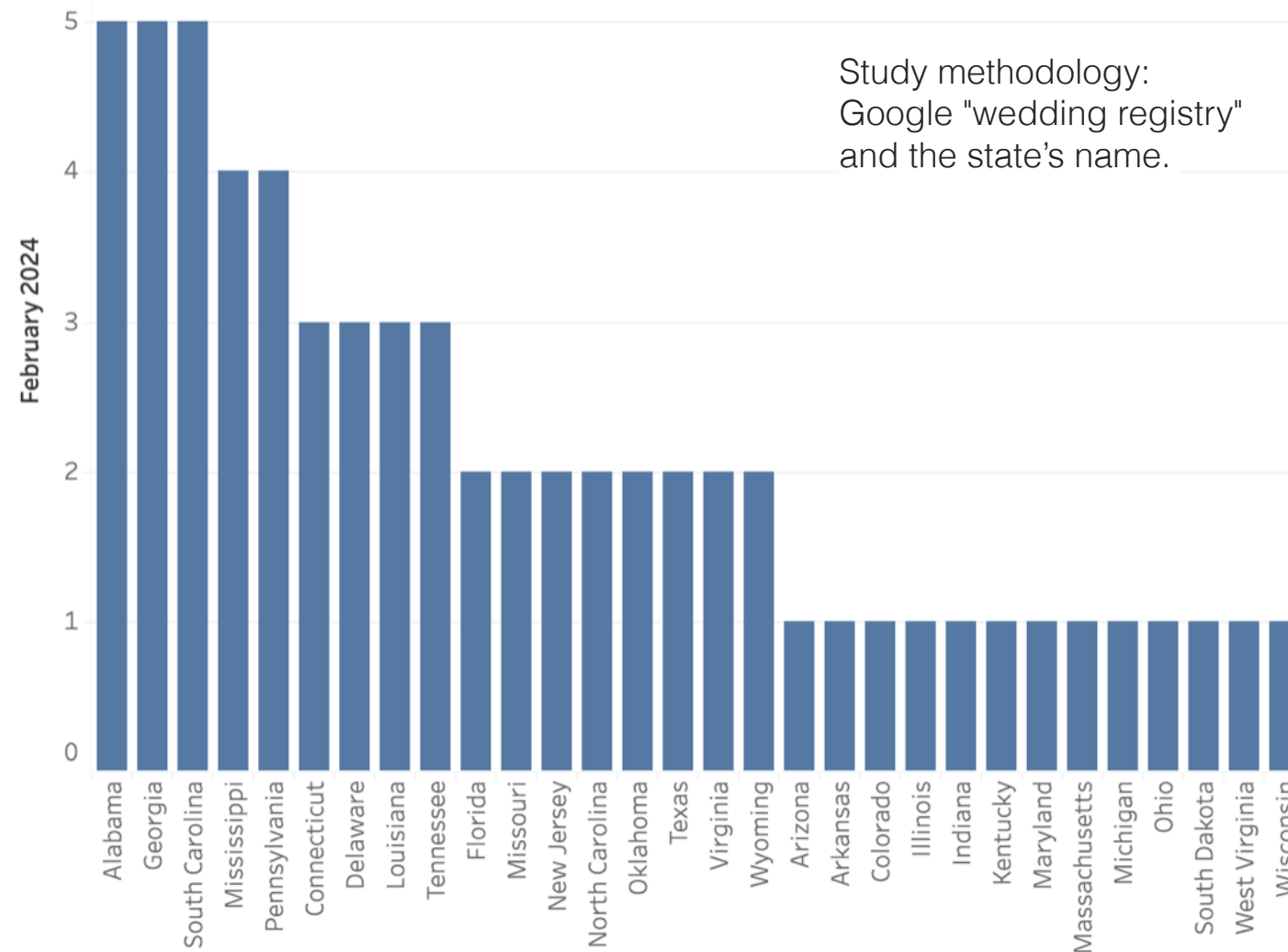


Shop Local Helps Indie Stores Rank on Page 1 of Google in 60% of States

Bonus: Let Google Do the Work For You

You just having a Shop Local account brings you wedding registries. Why? Because your Shop Local Store & Registry service will rank highly in Google.

Page 1 Google Search Results



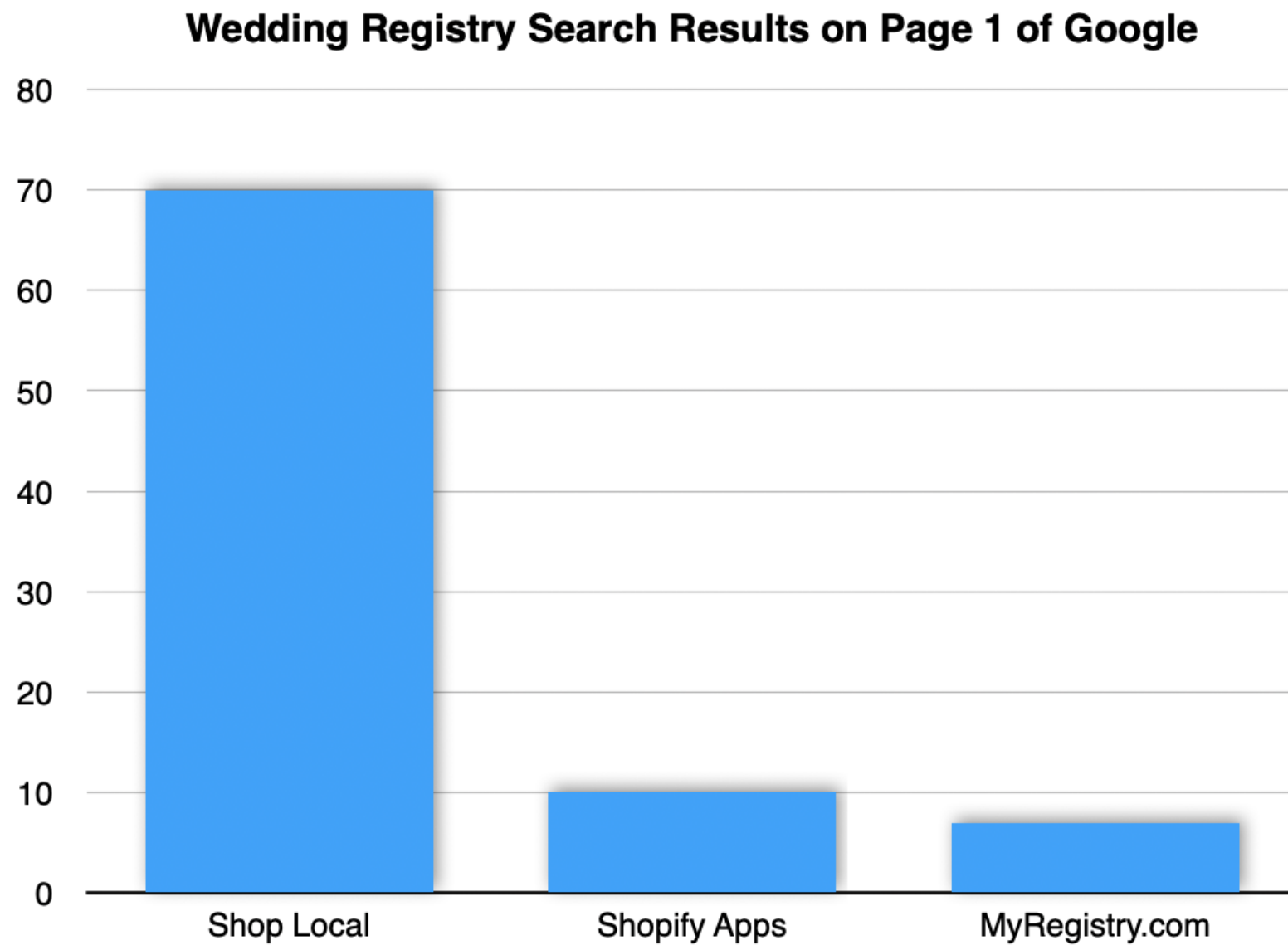
Google: "Wedding Registry Alabama"



Shop Local Helps Indie Stores Rank on Page 1 of Google in 60% of States

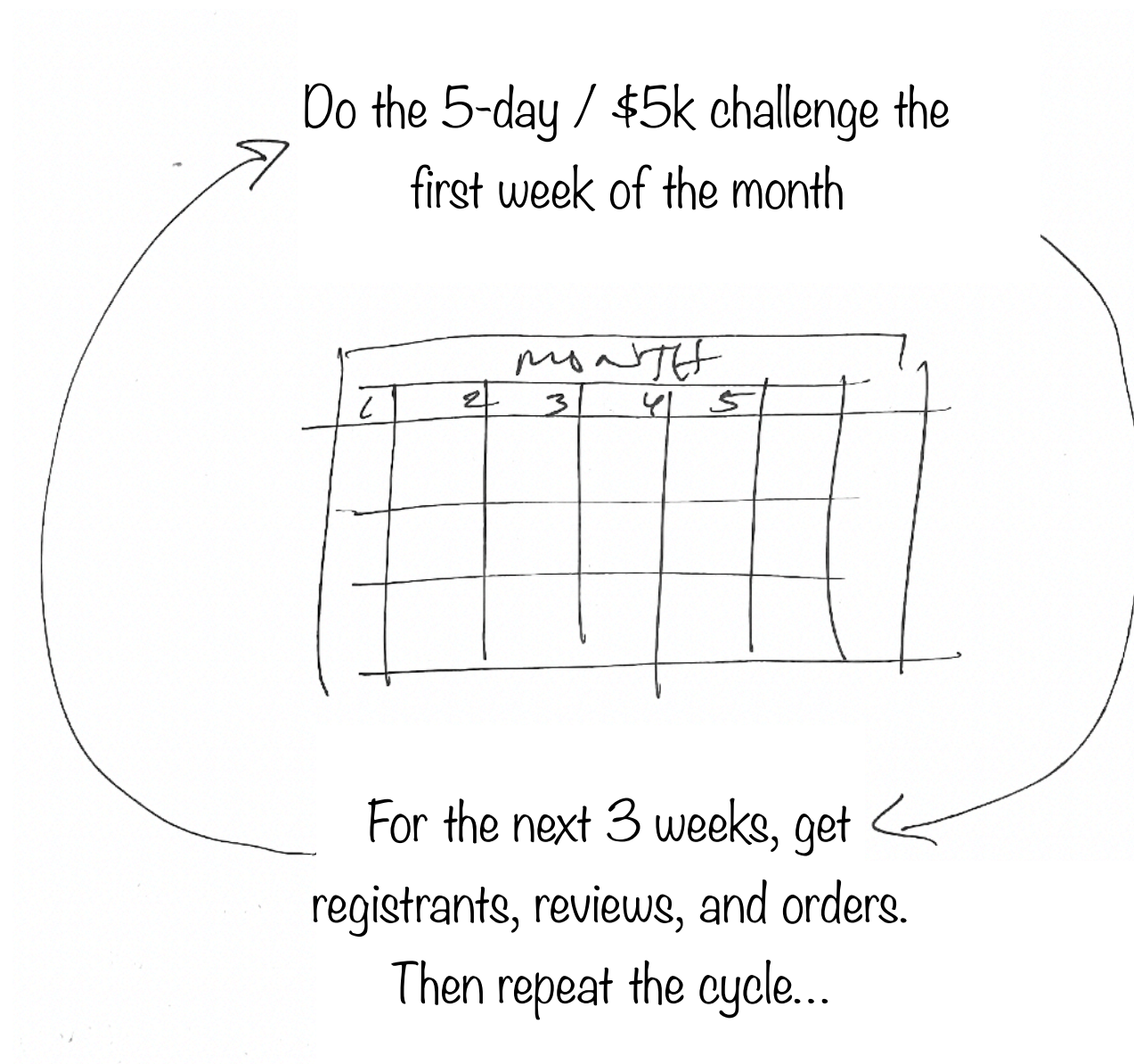


Google: Shop Local Beats Other Software by 700%



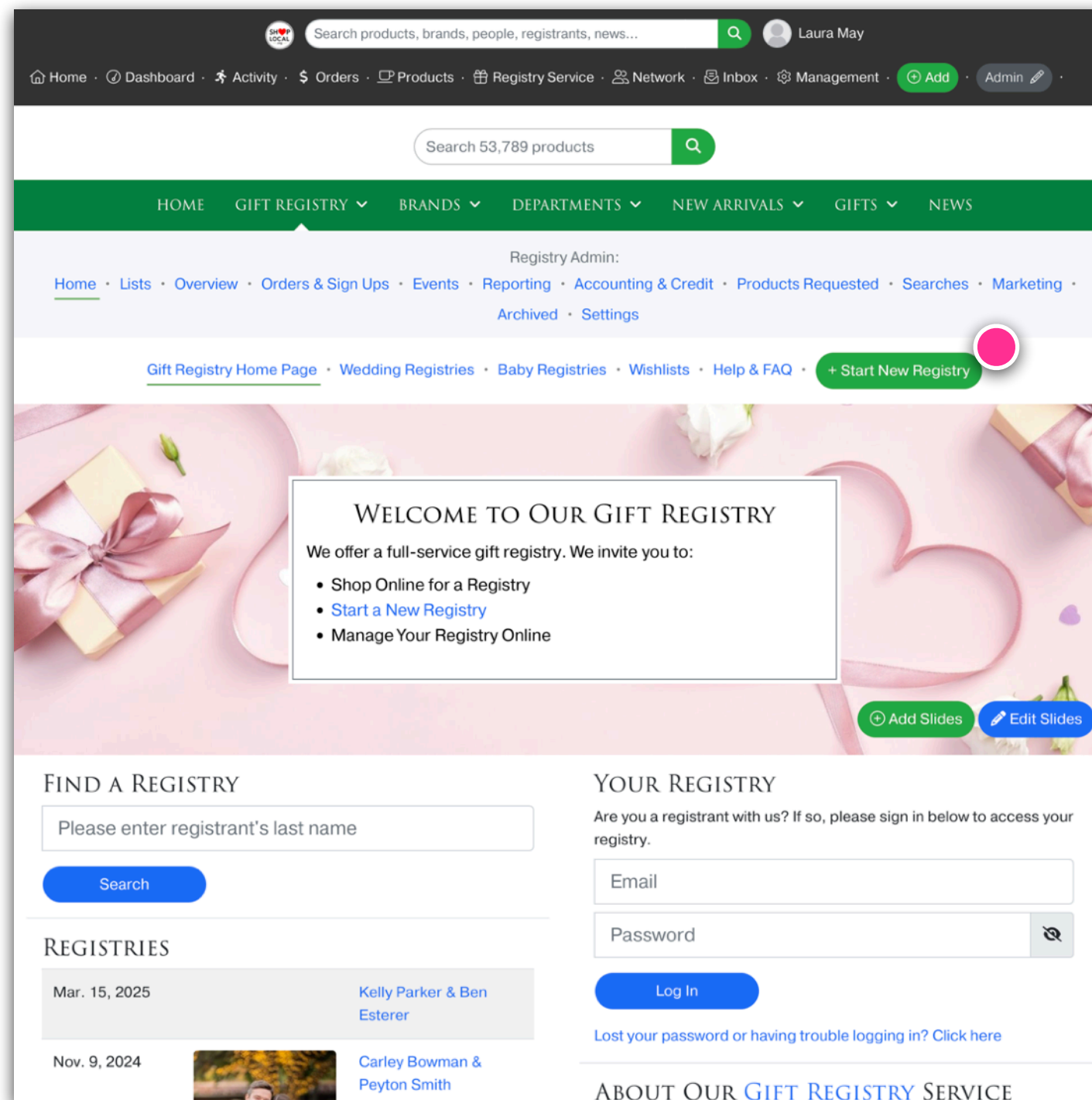
What's Next?

Do the cycle once each month...



FAQ:

How Can a Store Create an Online Registry Using Our Service?



**Visit Your Store's Shop
Local Registry Home
Page**

FAQ:

How Can a Store Create an Online Registry Using Our Service?

Shop Local

Search products, brands, people, registrants, news...

Laura May

Home · Dashboard · Activity · Orders 1 · Products · Registry Service · Network · Inbox · Management · Add · Admin

Search 53,789 products

HOME · GIFT REGISTRY · BRANDS · DEPARTMENTS · NEW ARRIVALS · GIFTS · NEWS

Registry Admin:
Home · Lists · Overview · Orders & Sign Ups · Events · Reporting · Accounting & Credit · Products Requested · Searches · Marketing · Archived · Settings

CREATE A GIFT REGISTRY

Registry Details

Registry Type: Wedding

Registry's Event Date: 02/02/2024

Registrant's First Name

Co-registrant's First Name

Registrant's Middle Name

Co-registrant's Middle Name

Registrant's Last Name

Co-registrant's Last Name

Registrant's Nickname

Co-registrant's Nickname

If the registrant goes by a different first name (i.e. nickname), please enter that above

If the co-registrant goes by a different first name (i.e. nickname), please enter that above

Registrant's Email

Registrant's Phone

You will use this email address to log in to your registry

☒ This is a mobile telephone number & may receive applicable text messages

Enter the registrant's information

FAQ:

How Can a Store Create an Online Registry Using Our Service?

General

☒ Notify me via email when a purchase has been made

☒ I'd like to receive e-news from The Ivy House

☒ Allow Google to find your registry

☒ Yes, I'd like help completing my registry profile. I authorize The Ivy House to collect a picture from my public registry site and/or social media profile for use on my registry.

Bridal / Wedding Shower

☐ Yes, I'm having a bridal or wedding shower event.

If "Yes," please share the date:

Bridal or Wedding Shower Date

Picture for Your Registry

Upload your picture

Choose File

No file chosen

If you are having trouble uploading a photo, please complete this form without uploading a photo.
Our staff can help you upload a photo.

Administrative ~ Only Viewable by Merchant

By creating a gift registry, you agree to this website's [Terms of Service](#).

Save Your Registry Profile

Save your registry

FAQ:

Where will registrants and customers come from?

Registrants

- Local
- Regional

Gift Givers

- Local
- Regional
- National
- International

FAQ:

Start with the Free Plan. Stay with the Free Plan.

Sample Plans

Most Popular			
Buyer Account	Free Store	Syncing Store	Registry Store
\$0 USD/ month	\$0 USD/ month	\$26 USD/ month	\$148 USD/ month
Value: \$129/month	Value: \$299/month	Value: \$679/month	Value: \$979/month
<p>Designed for retailers who want to buy wholesale, stay informed, and get sales leads. Use Shop Local's service for free.</p> <ul style="list-style-type: none">✓ Wholesale ordering with participating brands.✓ Weekly email summarizing new products and product price changes from participating brands.✓ Receive sales leads: Listing on participating brands' Find a Store pages.	<p>Best for retailers new to Shop Local and that want to sell. Be up and selling in minutes.</p> <p>Includes what is in the Buyer Account plus:</p> <ul style="list-style-type: none">✓ Online Store.✓ Add unlimited products.✓ Add unlimited brands.✓ Sync with up to 2,500 products from 5 Syncing Brands.✓ Gift Registry service.✓ Unlimited non-wedding registries (baby, wishlist, house warming, etc.).✓ 2 wedding registries.	<p>Best for retailers who sell many premium brands and want to reduce their website labor costs.</p> <p>Includes what is in the Free Store plus:</p> <ul style="list-style-type: none">✓ Product Pass: Sync with up to 70,443 products from 114 Syncing Brands (unlimited Syncing).✓ 4 wedding registries.✓ Leaderboard access.✓ Satisfaction Guarantee or your money back (Terms).	<p>Designed for retailers with a growing wedding registry presence.</p> <p>Includes what is in the Syncing Store plus:</p> <ul style="list-style-type: none">✓ 32 wedding registries.✓ Custom Domain (Universal Domain service). <p>Shop Local receives a % transaction fee on completed online orders</p>

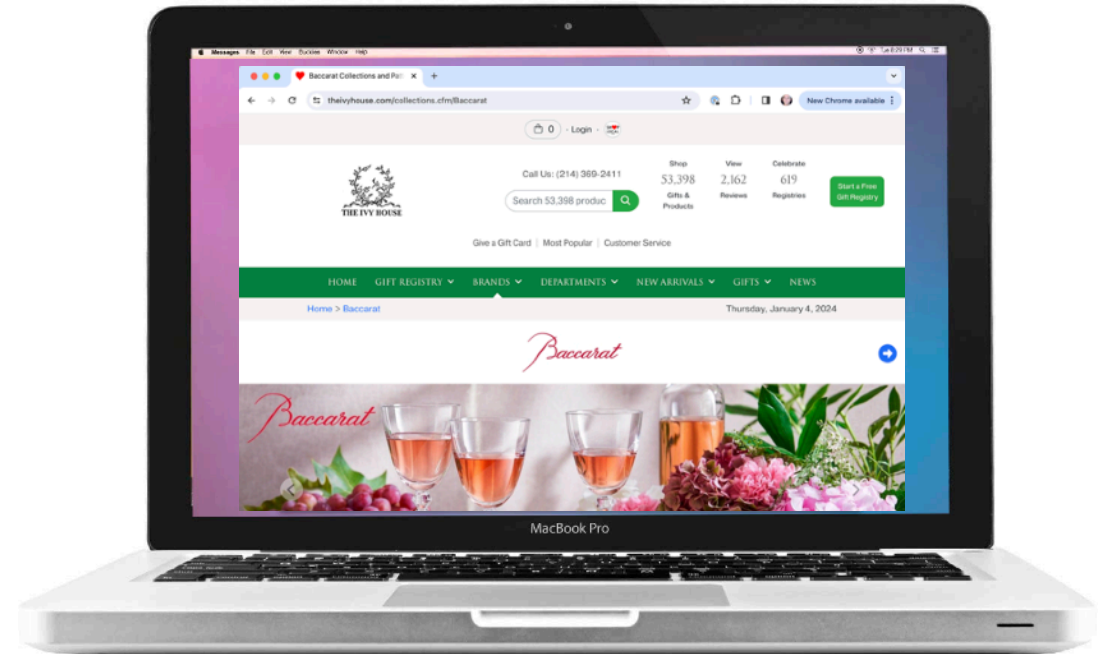
FAQ:

What Is Syncing?

Then...



Now



- Shop Local helps indie stores save \$1 and 3 minutes per Synced product.
- 1,400 retailers save \$3,536,250 and 5,052 weeks on website maintenance by using our Syncing service.

Receive your free registry service: shoplocal.org



FAQ:

Which brands are partners and Sync products?



Featured Brand Members

View 114 brand partners at: shoplocal.org



Training

FAQ:

Who Can Use a Store's Online Registry Service?



Mary-Baldwin Albriton
Oxford Floral Co.
Oxford, MS



Peyton Cohen
Contemporary Concepts
Pittsburgh, PA



Kristin Sullivan
Plum Southern
LaGrange, GA



Janie Lowery
Social Memphis
Memphis, TN



Lois MacRitchie
The Boutique Charleston
Charleston, SC



Howard Hurst
Tipton Hurst
Little Rock, AR



Store staff

- Staff can add a new registry or edit an existing one.

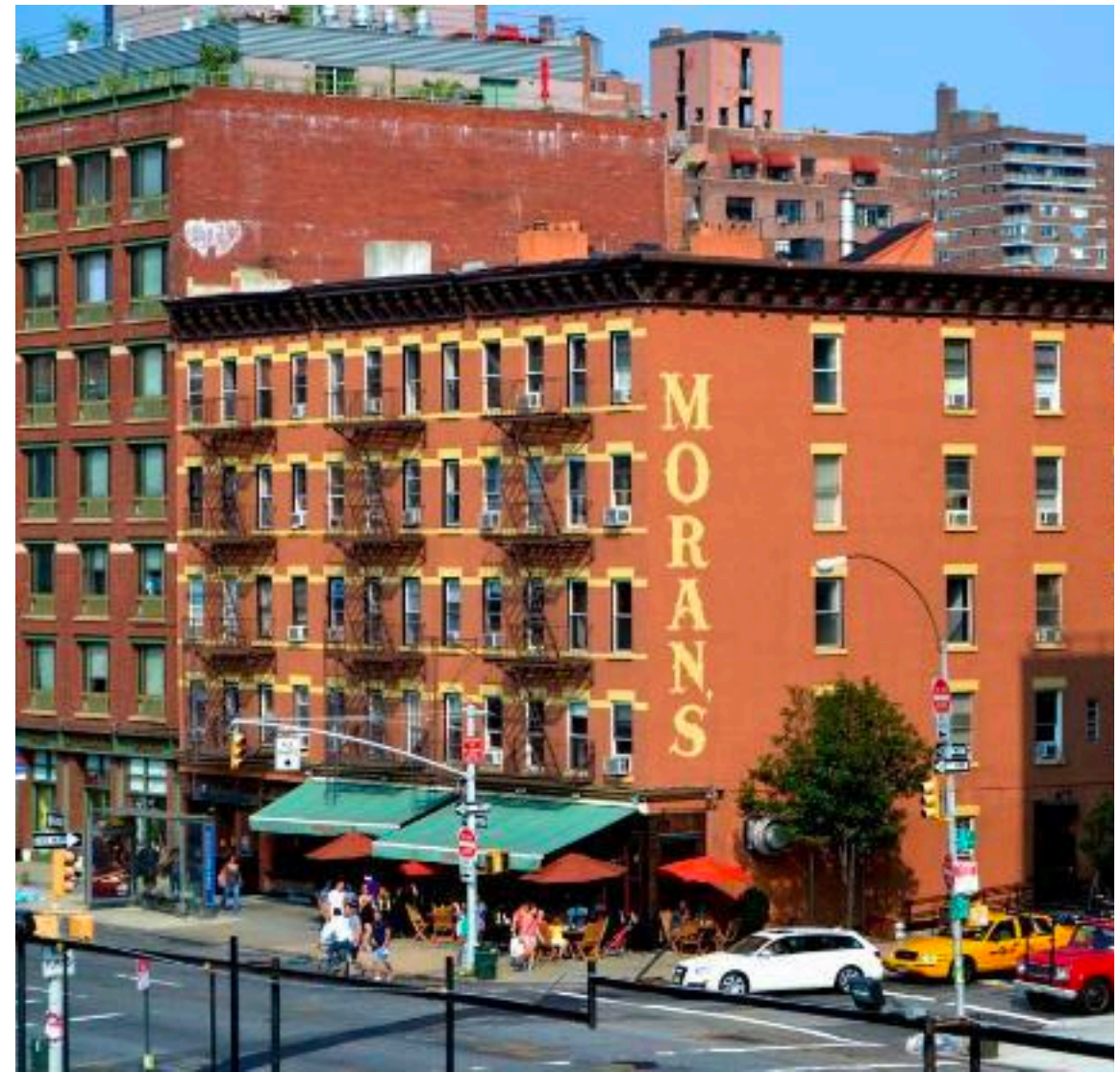
Registrants

- Person (e.g. bride) can add a new registry or edit an existing one.

FAQ:

‘Who’ Is Shop Local?

- In 2007, we came up with basis for Shop Local after drawing my clients’ business issues on a napkin.
- Retailers were struggling to add products to their websites and brands were struggling to share their products.
- In 2007, Started with 2 retailers and 8 brand partners.
- Today, Shop Local helps 1,400 retailers.
- We help retailers sell 3,200+ general brands (non-partner brands). Retailers can sell any brand via Shop Local (not limited to partner brands).
- Today, we have 114 brand partners: Syncing Brands.



Thank you



Let's help indie stores sell more



Shop local,
Jason Solarek

jason@bridge.org / Call or text: 1-212-254-9655

