



Pop-Up Business For Dummies

Dan Thompson

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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!



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