

THIS MASTERCLASS WILL MAKE
YOU RETHINK YOUR SALES
STRATEGY

HOW TO HOST A PROFITABLE VIRTUAL TRUNK SHOW

LEARN HOW TO BECOME AN
ONLINE SALES MASTER WITH
THE SIMPLE SYSTEM TO
ACHIEVE A GREATER AUDIENCE
AND PROFIT WITH VIRTUAL
TRUNK SHOWS.

#FTADESIGNERSROCK



/FLOURISHANDTHRIVEACADEMY

FLOURISHTHRIVEACADEMY.COM

@FLOURISH_THRIVE

Stay til the end for a
FREE resource to help
with your next virtual
trunk show!



MAKE TODAY COUNT

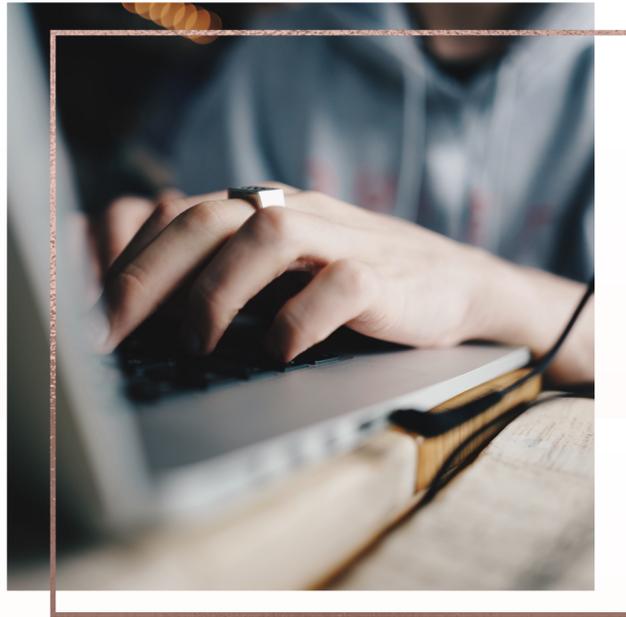


ELIMINATE DISTRACTIONS

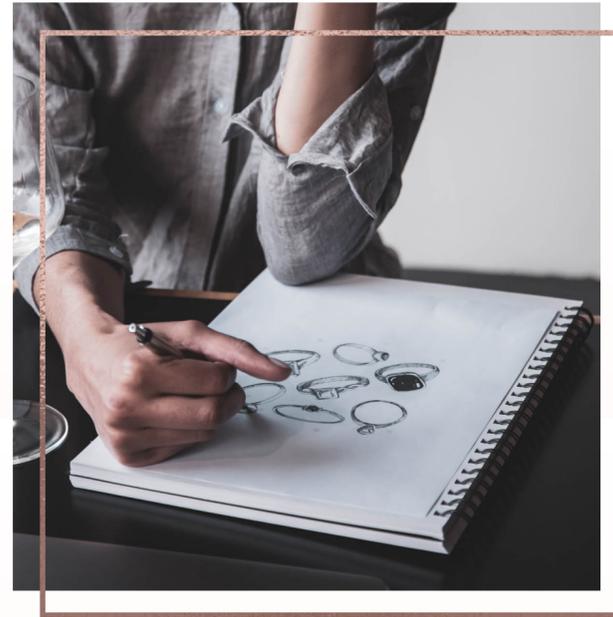
GUARANTEE

YOU WILL HAVE AN AWESOME VIRTUAL TRUNK SHOW OR
ART FAIR EVENT IF YOU FOLLOW THIS PROCESS

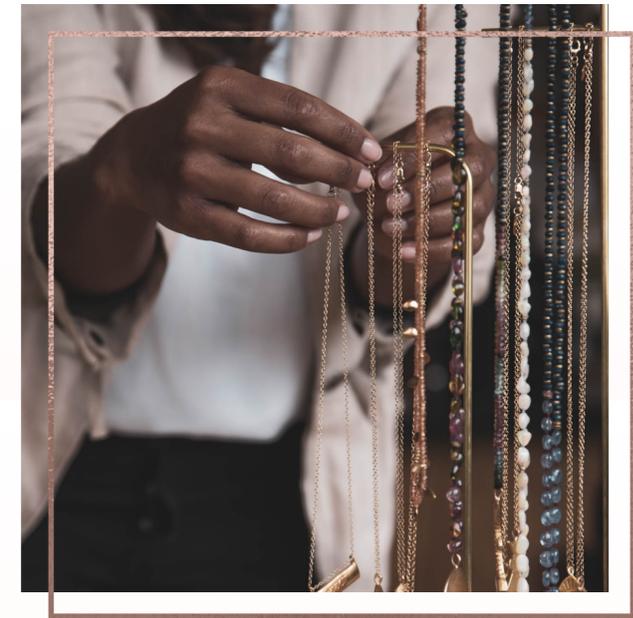
You're in the right place if you're



Trying to improve your online profile or presence



Looking for ways to engage your audience virtually and make more sales



Struggling to sell through traditional methods like wholesale or art shows

Wondering if Virtual Trunk Shows Work?



"I REPLACED THE INCOME LOST FROM LIVE SHOWS!"

Ana Maria Andricain replaced her lost show income by partnering with other artists who all averaged **over \$5K in sales during a collaborative virtual art show.**



"I MADE OVER \$39K IN ONE SHOW!"

Shahana Kimiangatau had a two hour live virtual birthday sale and **sold over \$39K with less than 10 hours of work.**



"I REGULARLY MAKE OVER \$7K FOR EACH TWO HOUR SHOW I HOST!"

Lisa Lehmann regularly hosts virtual events where she makes over **\$7K for a two hour trunk show.**



TRACY MATTHEWS

bloomingdale's



Fred Segal

GLAMOUR



abc
carpet & home

ELLE

sundance

TWIST

InStyle

Tracy Matthews
designs



AMERICAN RAG

TMD men



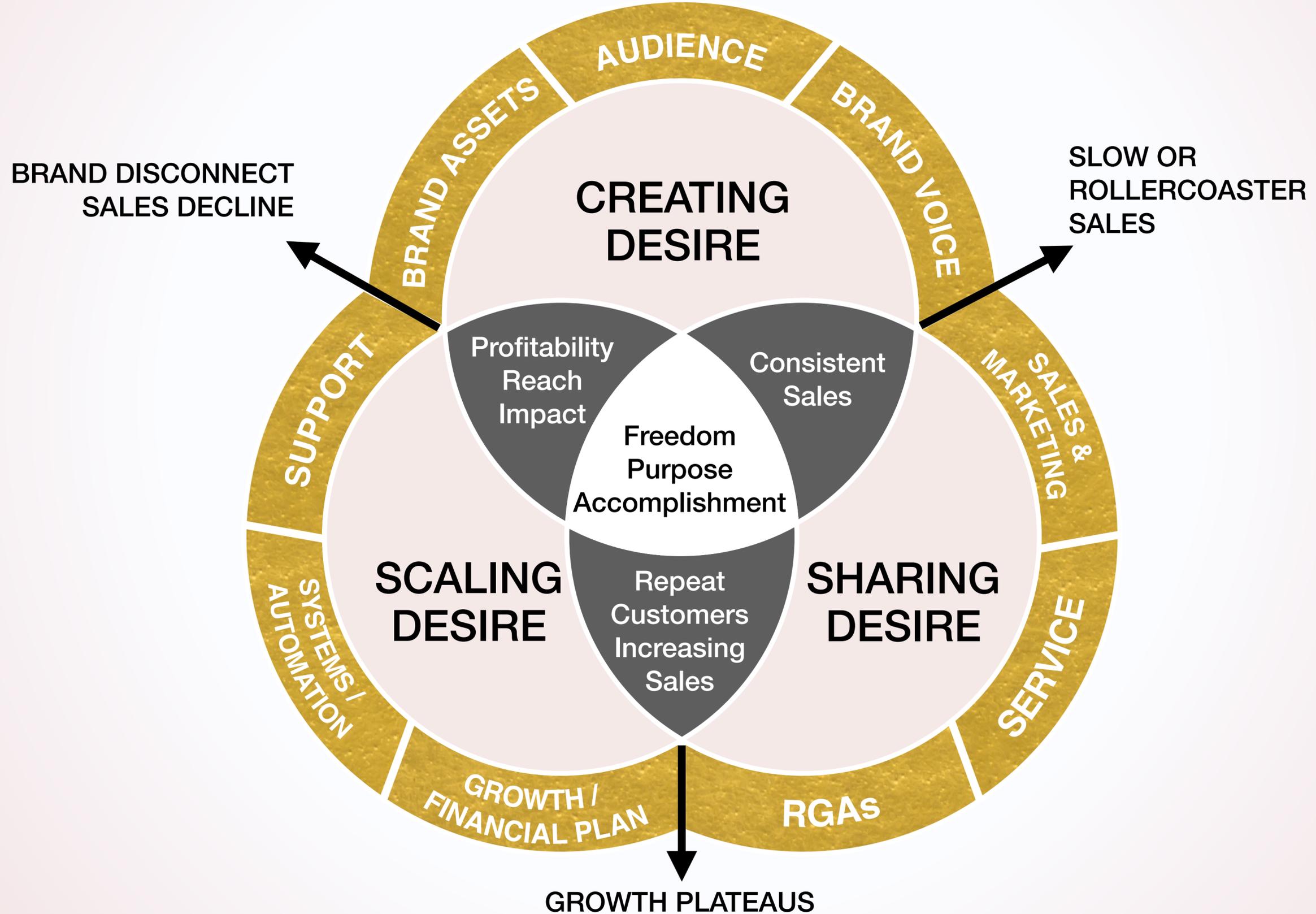
REAL SIMPLE
life made easier every day



TRACY

@tracymatthewsny @flourish_thrive

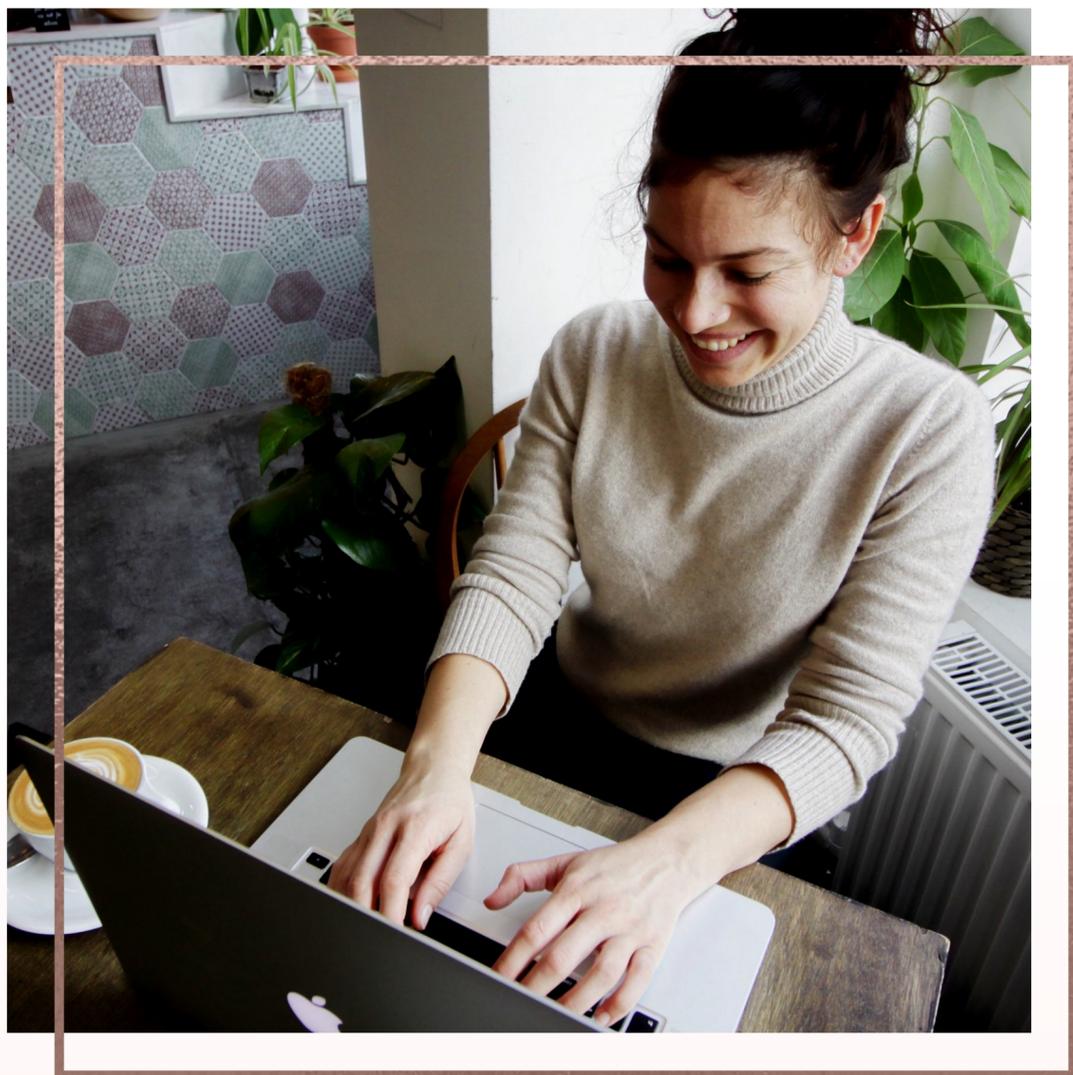
DESIRED BRAND EFFECT™



To date, Flourish & Thrive Academy has helped over 8,000+ jewelry and creative product businesses of ALL types, genres, and business stages to reach their sales/revenue goals, and to build profitable, sustainable businesses with not just the financial security, but the lifestyle freedom their owners wanted.

Why now?

-  Take your power back
-  Reach your customers right where they are
-  People want to support your small business



Overview dashboard

📅 Mar 1–Apr 29, 2020
 compared to Jan 1–Feb 29, 2020

Total sales

\$15,572.85

[View report](#)

↑ 117%

Online Store

\$15,522.85

↑ 117%

Facebook Shop

\$50.00

-

SALES OVER TIME



Overview dashboard

📅 Mar 1–Apr 29, 2019
 compared to Dec 31, 2018–Feb 28, 2019

Total sales

\$6,283.89

[View report](#)

↓ 25%

Online Store

\$6,204.94

↓ 26%

Facebook Shop

\$78.95

-

SALES OVER TIME



What is a Virtual
Trunk Show?

Why Virtual Trunk Shows

-  Host one at any time without relying on foot traffic, people showing up or a physical location.
-  They work – a first time student averages \$2000 for their first event and our most successful students make \$7K–\$39K in a 2 hour event.
-  They are leveraged because you can reach people across the world. Except for your time

HERE'S WHAT WE'LL COVER

-  How to Plan an Awesome Virtual Trunk Show
-  The Little Known Follow Up Strategy to Double Your Average Order Value With Very Little Effort
-  How to Get People to Your Event (and Keep Them Until the End)

- Sample Sale
- New Collection Launch
- OOAK Collection Releases
- Online Art Show
- House Parties Made Virtual
- In-Store Events Made Virtual

- Collaborative Trade Show
- Virtual Styling Session
- Private Shopping

- Custom Design Development
- Holiday Themed Events

Step 1: Plan

A collection of various diamond and gemstone rings scattered on a light surface, serving as a background for the text. The rings include solitaires, eternity bands, and rings with large central stones like a large oval-cut stone. The text "Step 1: Plan" is centered over the image in a black serif font.



Get a date on the calendar with 4-5 weeks head start.

Pick a Platform

 Facebook Live

 Instagram Live

 Facebook Group

 Zoom

 Restream

 StreamYard

Create an Offer



Bundles



Gift w/ Purchase



BOGO



Discount



OOAK Pieces



Exclusive Content

Marketing & Promotion Plan

Map out all content creation weeks in advance.



- An email campaign
- A social media plan
- Grassroots efforts
- Referrals/an ambassador program
- Video content
- Any other content, like blog posts, collabs, podcasts, etc.

Get all of the products you plan to sell organized into a spreadsheet.



Claim in Comments SOLD

- Make instructions clear upfront
- Enlist help on the day of the show

Purchase Links

- Make links in advance
- Test every link before the show

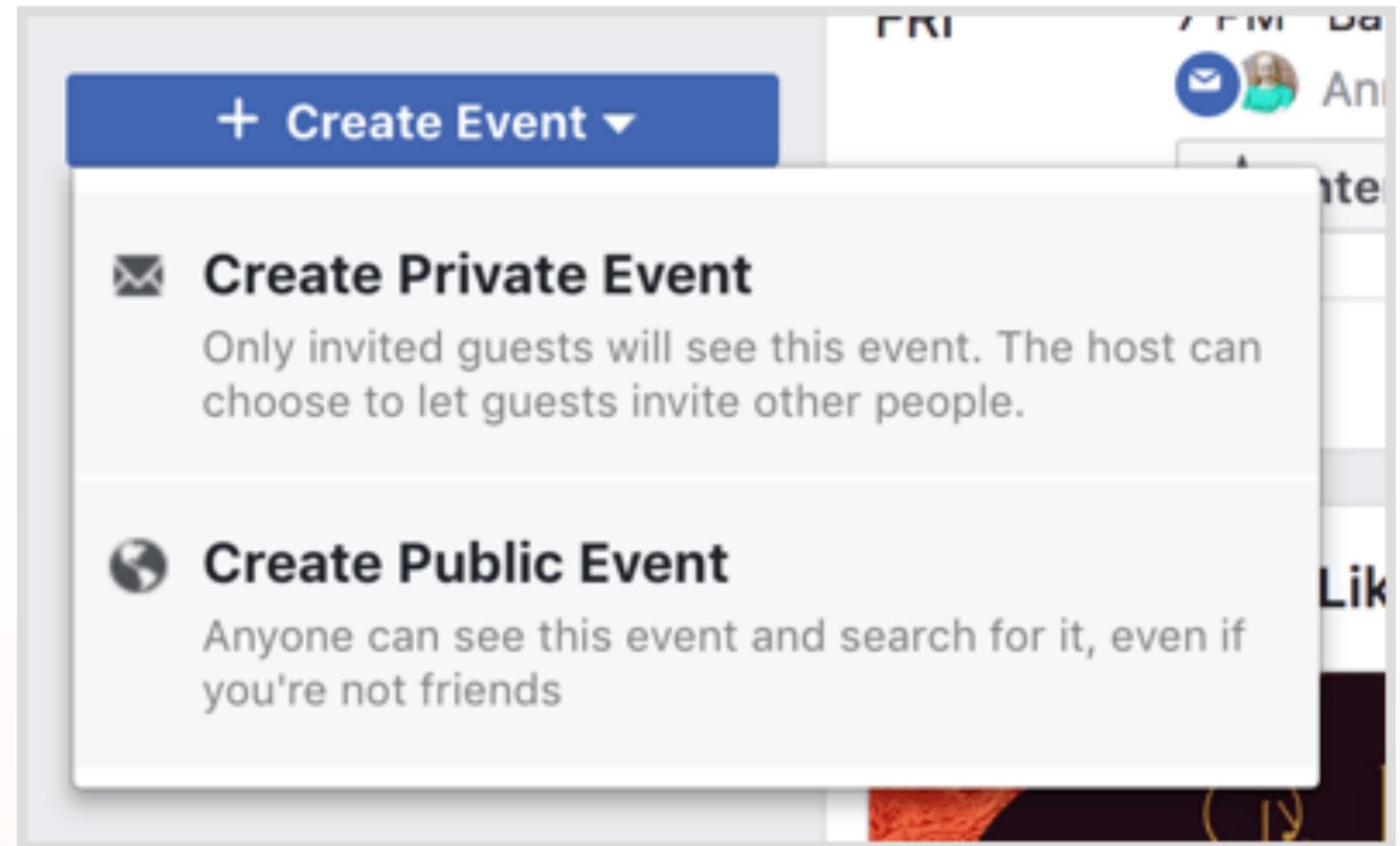


Create an outline for the day of the show so everything goes smoothly.

A collection of various gold and silver rings, including a diamond ring, arranged on a light surface. The rings are scattered across the frame, with some in sharp focus and others blurred. The background is a light, neutral color.

Step 2: Promote

First of all, decide where you want to drive traffic with your marketing efforts.



 **Create Private Event**

Only invited guests will see this event. The host can choose to let guests invite other people.

 **Create Public Event**

Anyone can see this event and search for it, even if you're not friends

Email Marketing Schedule

You typically start sending email teasers about 10–14 days in advance with increasing frequency closer to the event and culminating in 2–3 emails on the big day.

Social Media

Promoting across multiple social media platforms is important to get as many eyes on your event as possible. Schedule 1–2 posts a day in the week leading up to your event.

GrassRoots

Invite your friends, family, and acquaintances to the event through personalized emails, texts, phone calls, and DMs.



Refer a Friend Campaign



Your grassroots marketing can include a referral or ambassador campaign. Invite your network and ask them to bring a friend for an incentive.

Paid Ads

Unless you're already experienced with advertising, my recommendation is to host a few trunk shows first before using ads to support the event.



Repurpose Content

Stay away from reinventing the wheel. Repurpose content for multiple platforms.

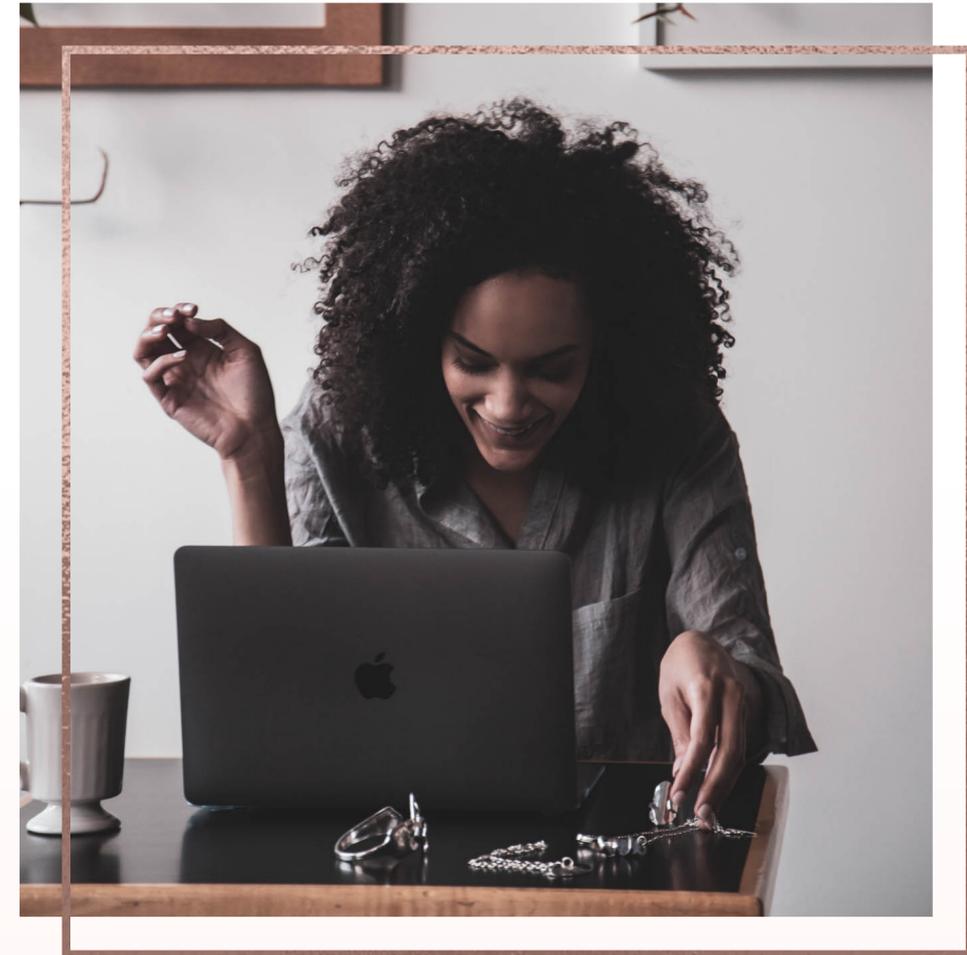


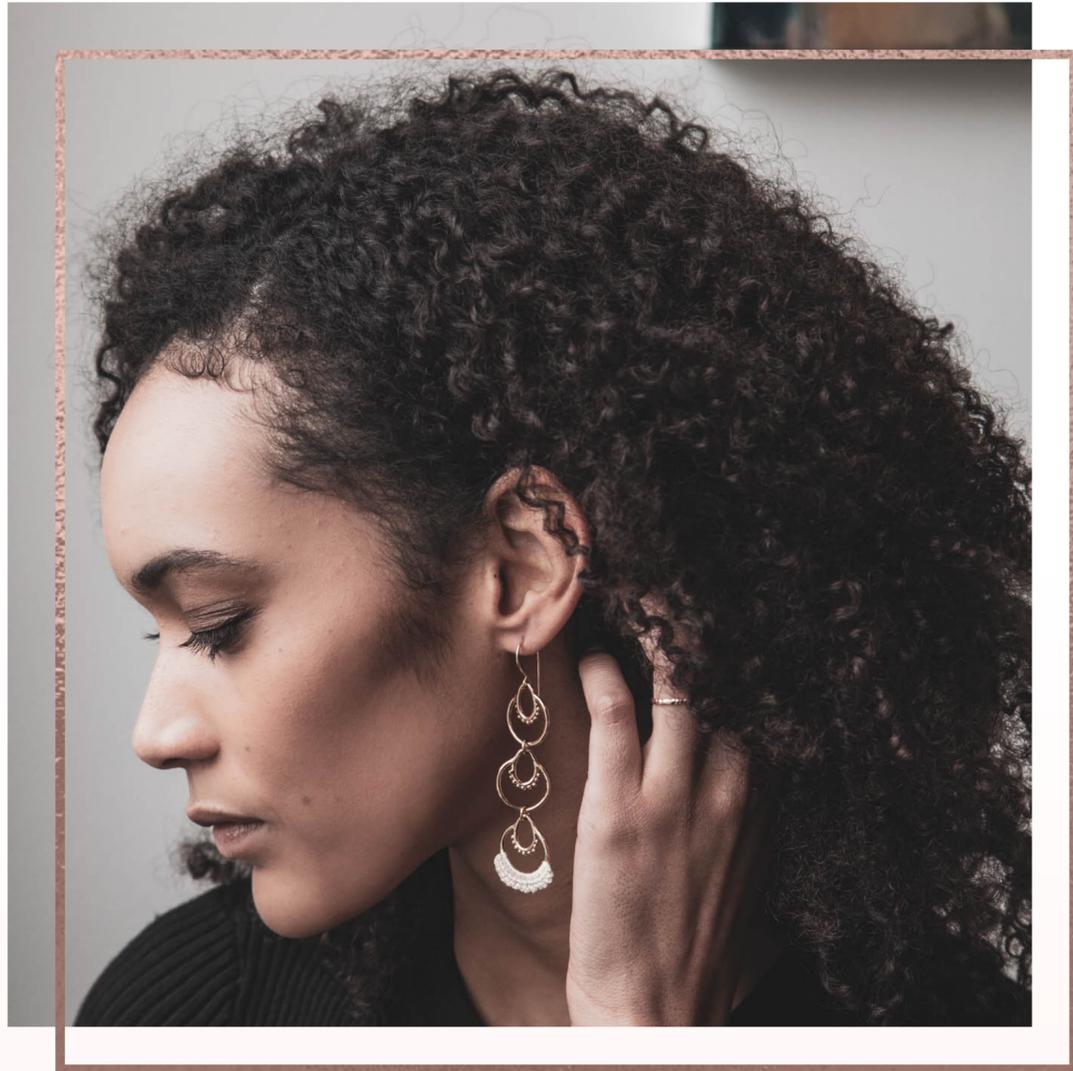
Consistency is key!



Step 3: Sell

Have a plan ready on the day of so you can relax and be your authentic self.





1. Introduction
2. Rules
3. Give an overview
4. Build excitement
5. Start selling segment #1
6. Call out some of the buyers
7. Break up with a story or Contest, etc.
8. Repeat numbers 5, 6, and 7, two or three more times.
9. Conclude the event and tell them what happens next!

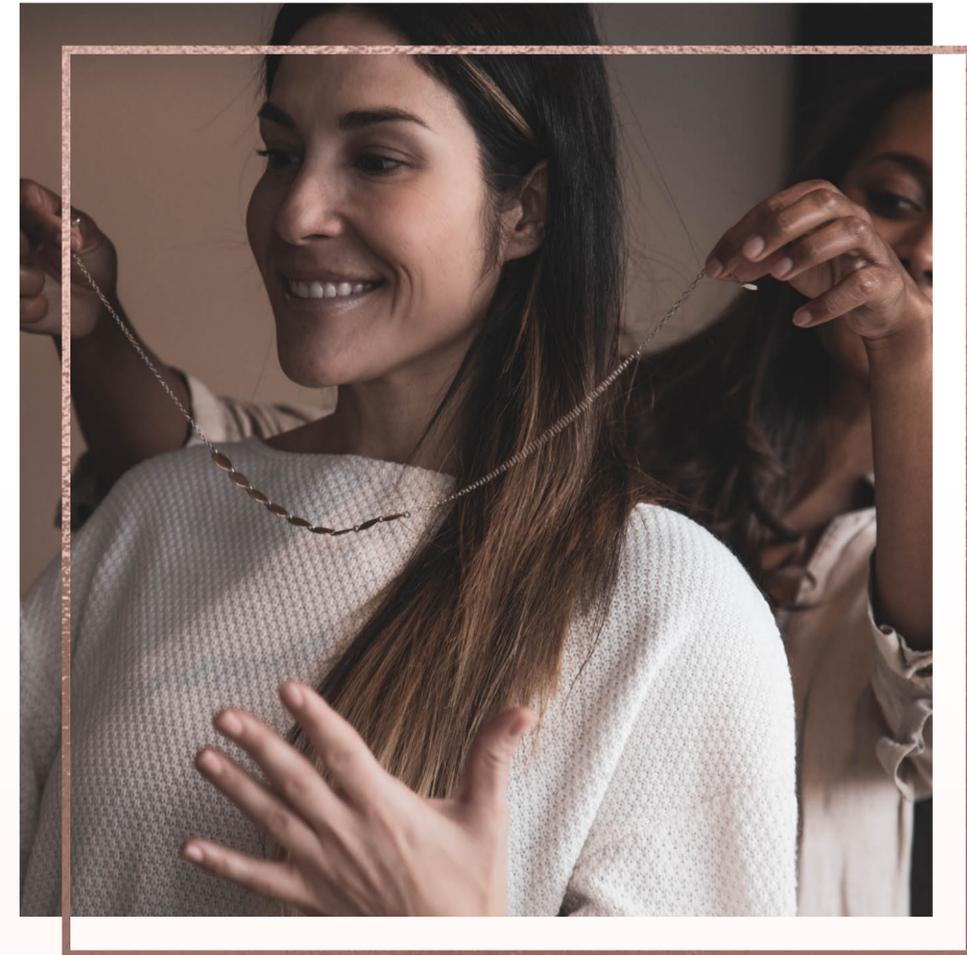


Beginning: be very clear about the rules for how to claim/buy an item.



End: Set expectations for buyers.

Break up the event with engagement strategies to motivate people to stay until the end.





Contest example: ask questions and the first person to answer the question correctly in the comments wins a piece of jewelry or a gift card to your store.



Giveaway example: have them comment a keyword for engagement like “HECK Yes” and the first 3 commenters get a free pair of earrings.



Raffle example: people get one entry into the raffle for each item they buy. Draw raffle tickets throughout the event for prizes and announce the winners at the beginning, middle, and the end.



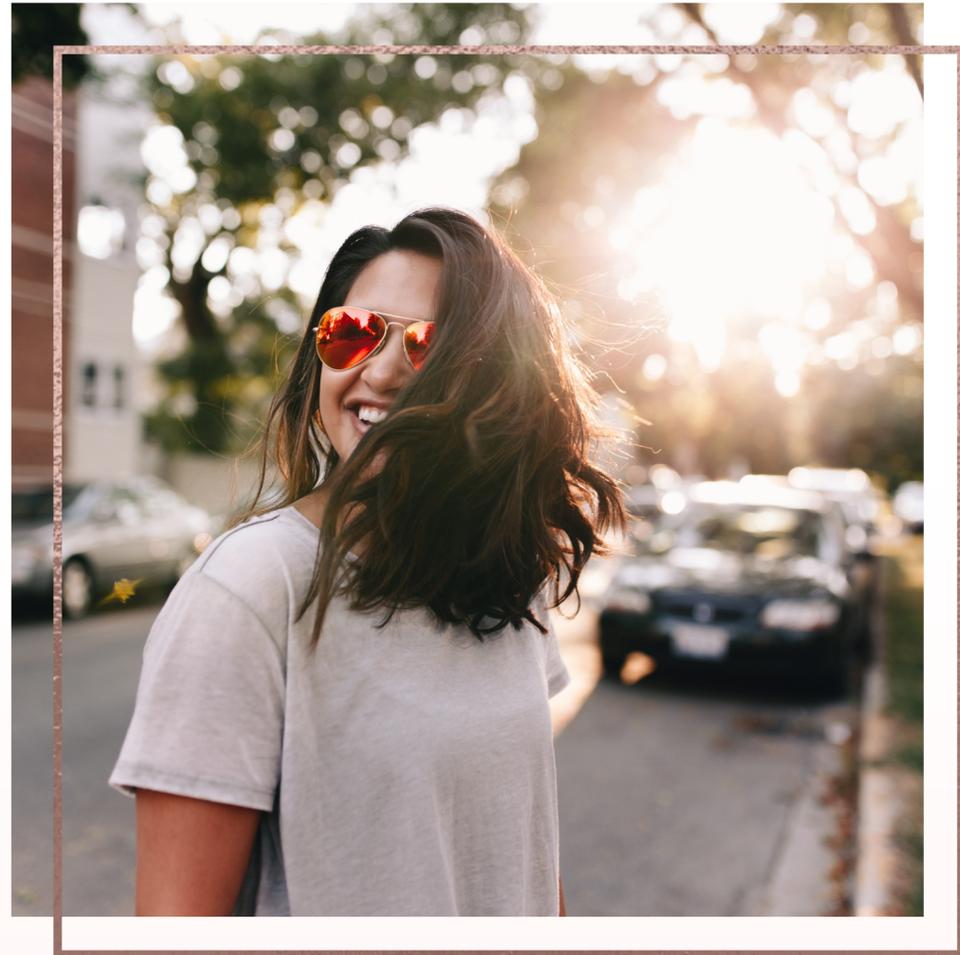
Attendance and engagement naturally drops off near the end of a virtual event.



You can save the best giveaway, raffle, or contest until the end of the show to incentivize people to stay.

Step 4: Follow Up





Before you do anything else,
take a minute to celebrate **YOU!**
Hosting a virtual trunk show is no
small feat.

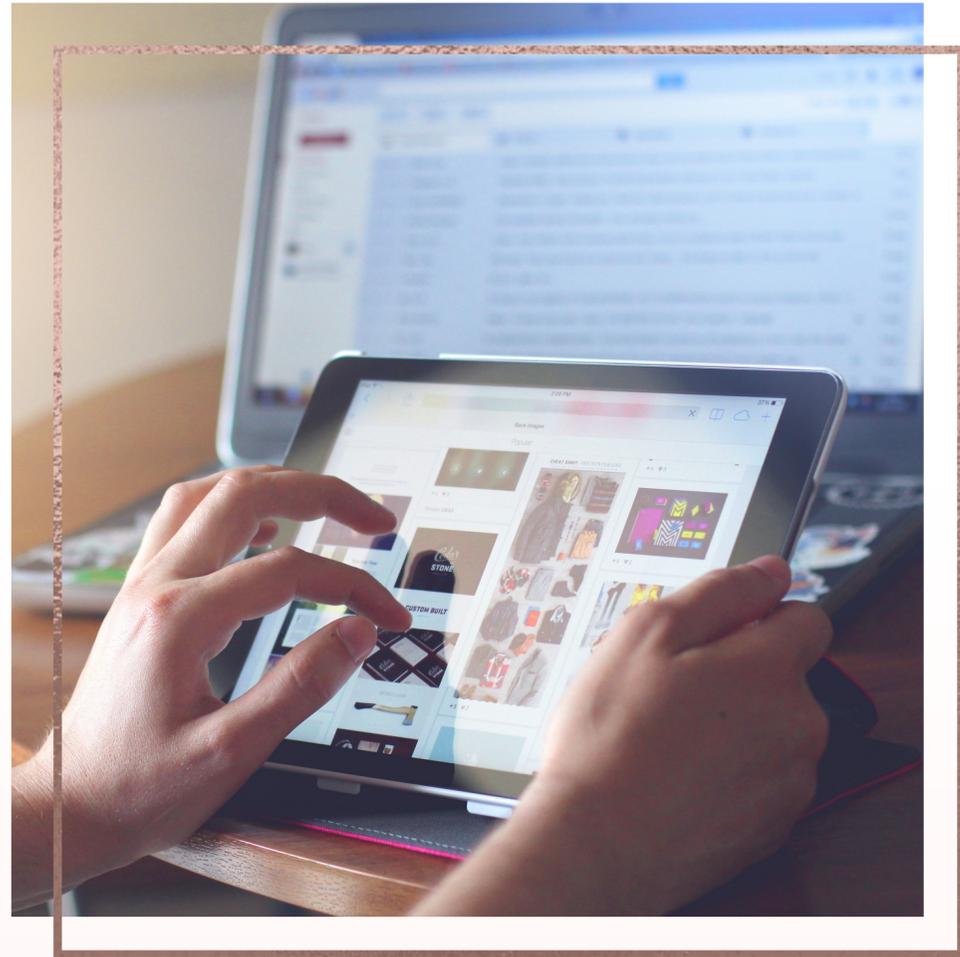
Personalize Orders

- 📦 Aesthetic packaging
- 📦 Handwritten thank you note
- 📦 Branded cards, stickers, and other goodies
- 📦 Samples or bonus products



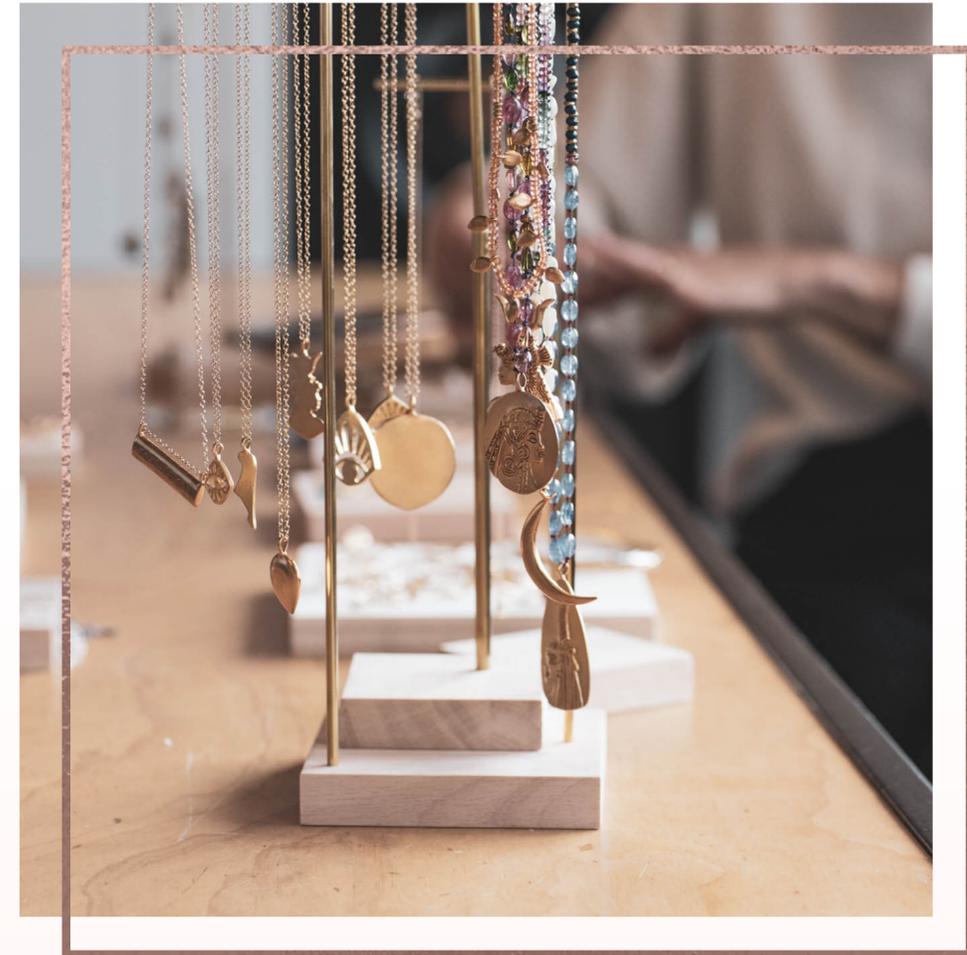
Upsell Opportunities

"Hey, I'm getting ready to ship your order and I thought I'd ask if you knew about the matching set of earrings I sell for \$119.99. Let me know if you're interested in adding these to your order!"



Funnel any buyers into your post-purchase email sequence.

Use your social media to create FOMO and prime your audience for the next big event!



Post-Show Reflection

- 🔍 What worked?
- 🔍 What didn't?
- 🔍 What would you keep the same?
- 🔍 What would you do differently?
- 🔍 What would you improve for next time?



A photograph of a jewelry store display case. The case is filled with various pieces of jewelry, including several diamond rings and necklaces. The jewelry is arranged in a grid-like pattern on a white background. The display case is made of clear glass and has a dark frame. The background is slightly blurred, showing more jewelry and the interior of the store.

Take a deep
breath...

HERE'S WHAT YOU LEARNED

-  How to Plan an Awesome Virtual Trunk Show
-  The Little Known Follow Up Strategy to Double Your Average Order Value With Very Little Effort
-  How to Get People to Your Event (and Keep Them Until the End)

You might still have questions...

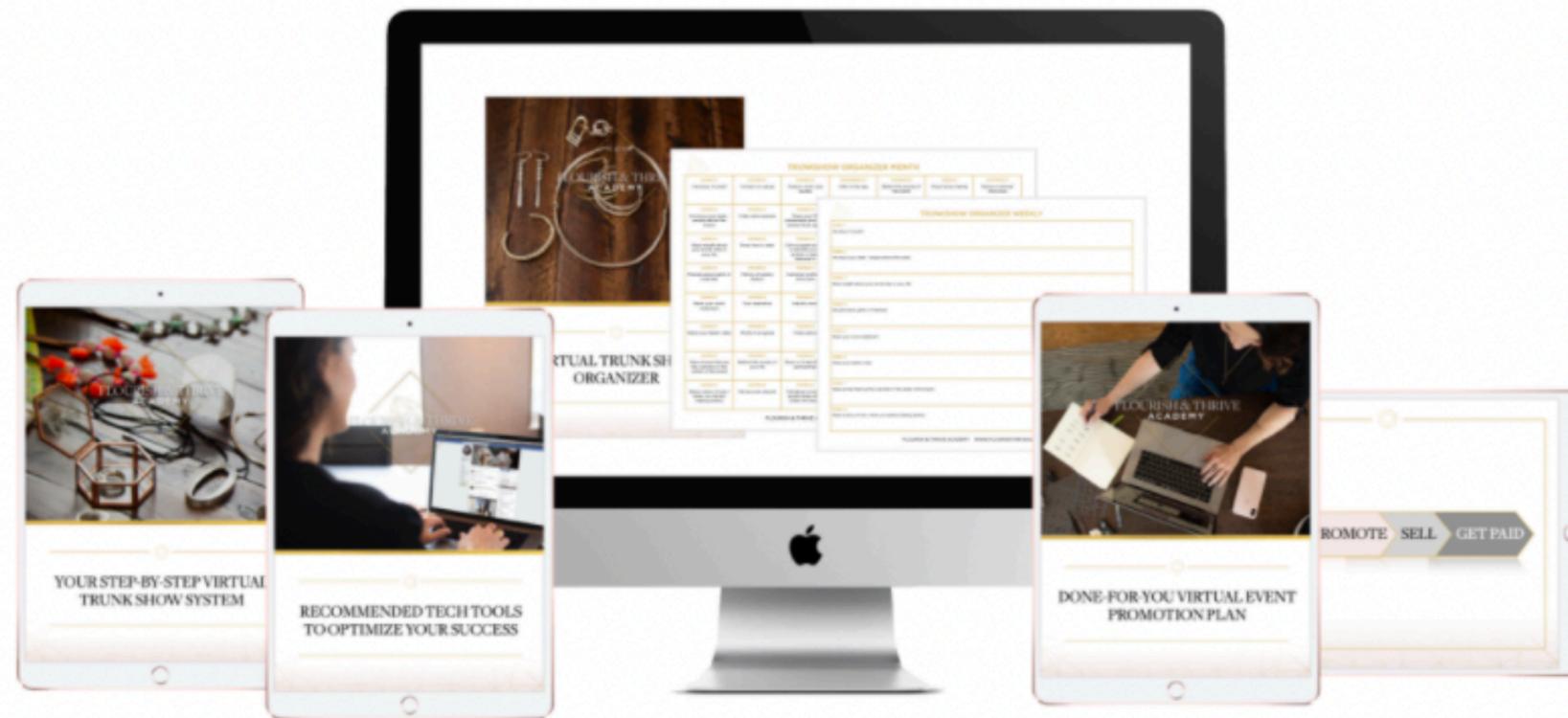
-  What kind of tech do I need for livestreaming?
-  How often should I email my list?
-  How do I get the most out of my next virtual trunk show?
-  How do I increase the average order value after the fact?



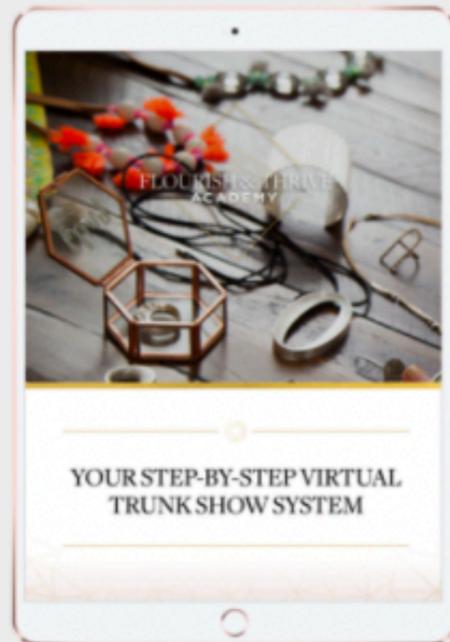
WOULD YOU
LIKE MY HELP?

Virtual Trunk Shows That Sell Done-For-You System

YOUR NEXT PROFITABLE VIRTUAL TRUNK SHOW,
SAMPLE SALE OR ART FAIR IS JUST 2-CLICKS AWAY



Virtual Trunk Shows That Sell Done-For-You System

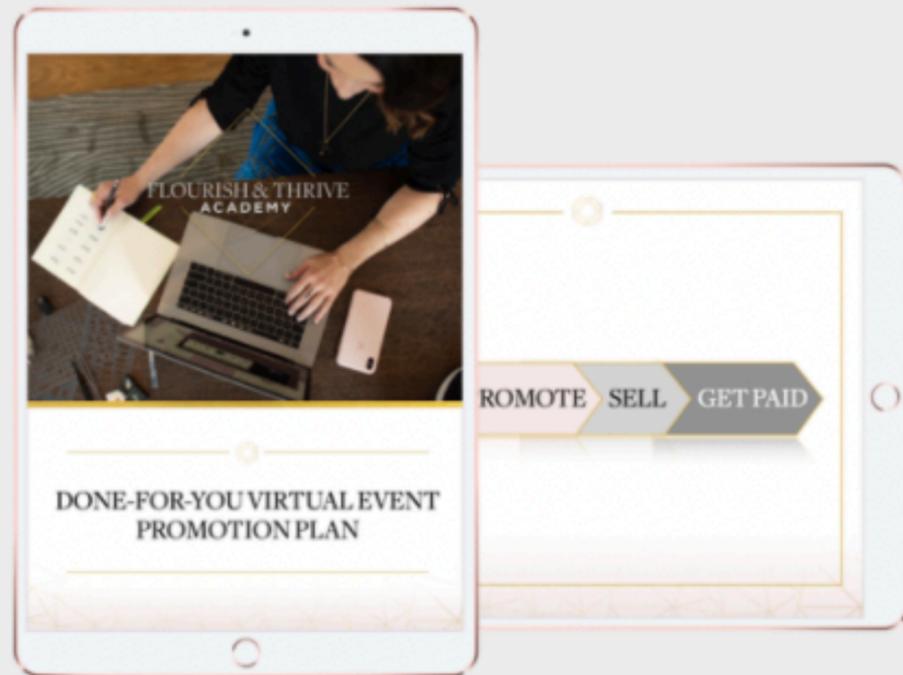


YOUR STEP-BY-STEP VIRTUAL TRUNK SHOW SYSTEM (\$897 VALUE)

The Virtual Trunk Show System will give you a step by step of how to plan the perfect virtual event and create an epic offer.

We'll show you how to increase your attendance and crush it on the big day. We'll share the streamlined selling system to take the stress out of collecting your money at the end of the event.

Virtual Trunk Shows That Sell Done-For-You System



DONE-FOR-YOU VIRTUAL EVENT PROMOTION PLAN (\$397 VALUE)

Getting people to your event is the secret to having a successful virtual trunk show. Your event promotion plan will help you map out all the details from content to seeding to promotion so that you stop worrying if you're doing enough to promote this on social media and to your email list.

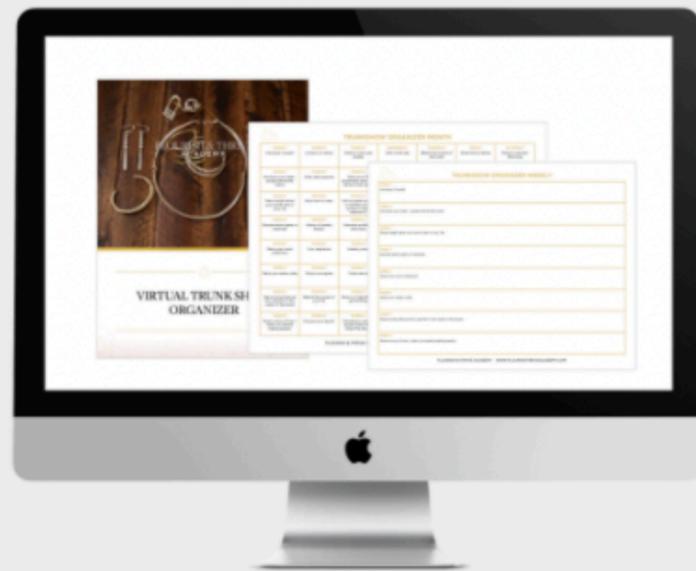
Virtual Trunk Shows That Sell Done-For-You System



RECOMMENDED TECH TOOLS TO OPTIMIZE YOUR SUCCESS (\$197 VALUE)

Leave the research to us! We've curated a list of proven tech and tools to make your event a heck of a lot easier.

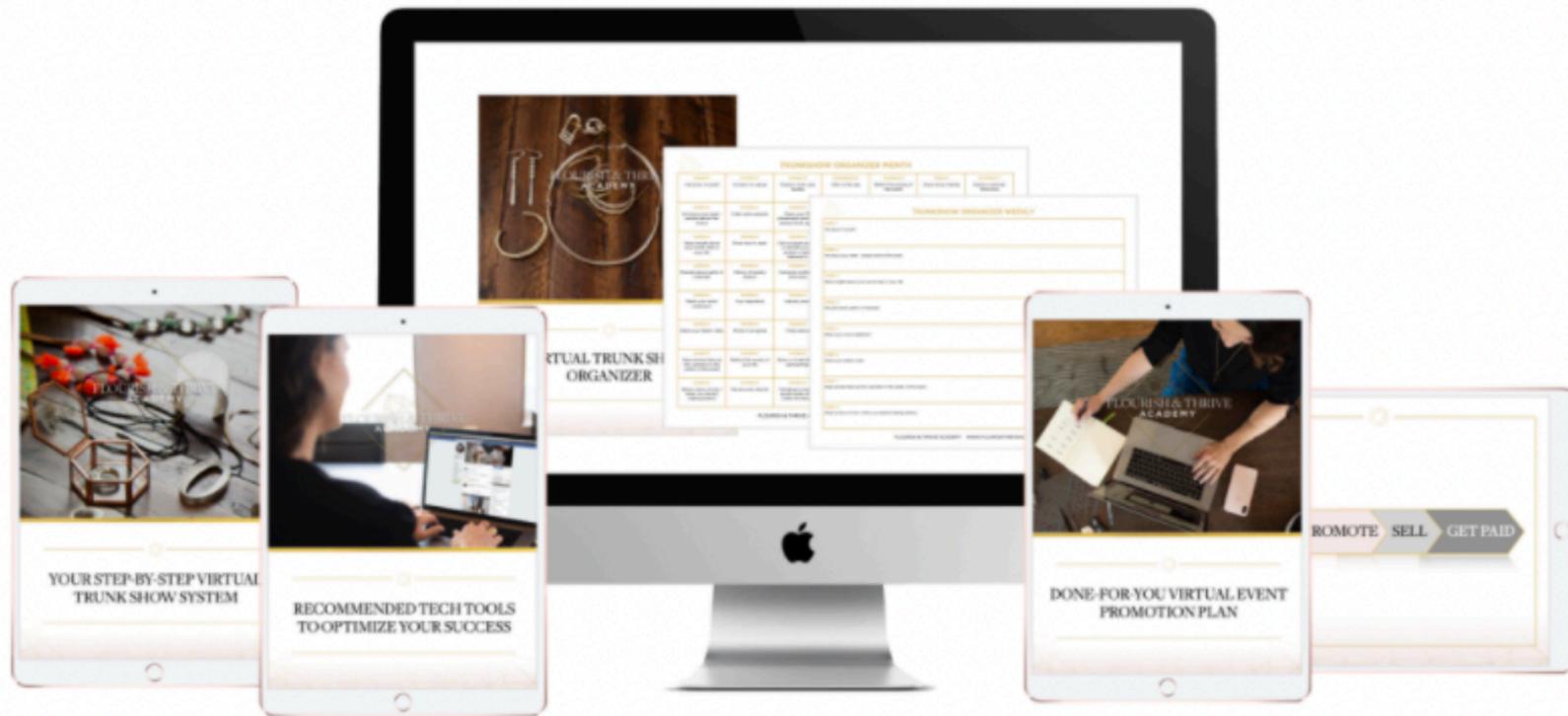
Virtual Trunk Shows That Sell Done-For-You System



VIRTUAL TRUNK SHOW ORGANIZER (\$197 VALUE)

Organization is key to hosting a successful event. Use your virtual trunk show organizer to keep all your important links so you have things at the ready when it's time to go. Plus, take the work out of repeating this process. Use this organizer over and over again to continue to improve your events.

Virtual Trunk Shows That Sell Done-For-You System



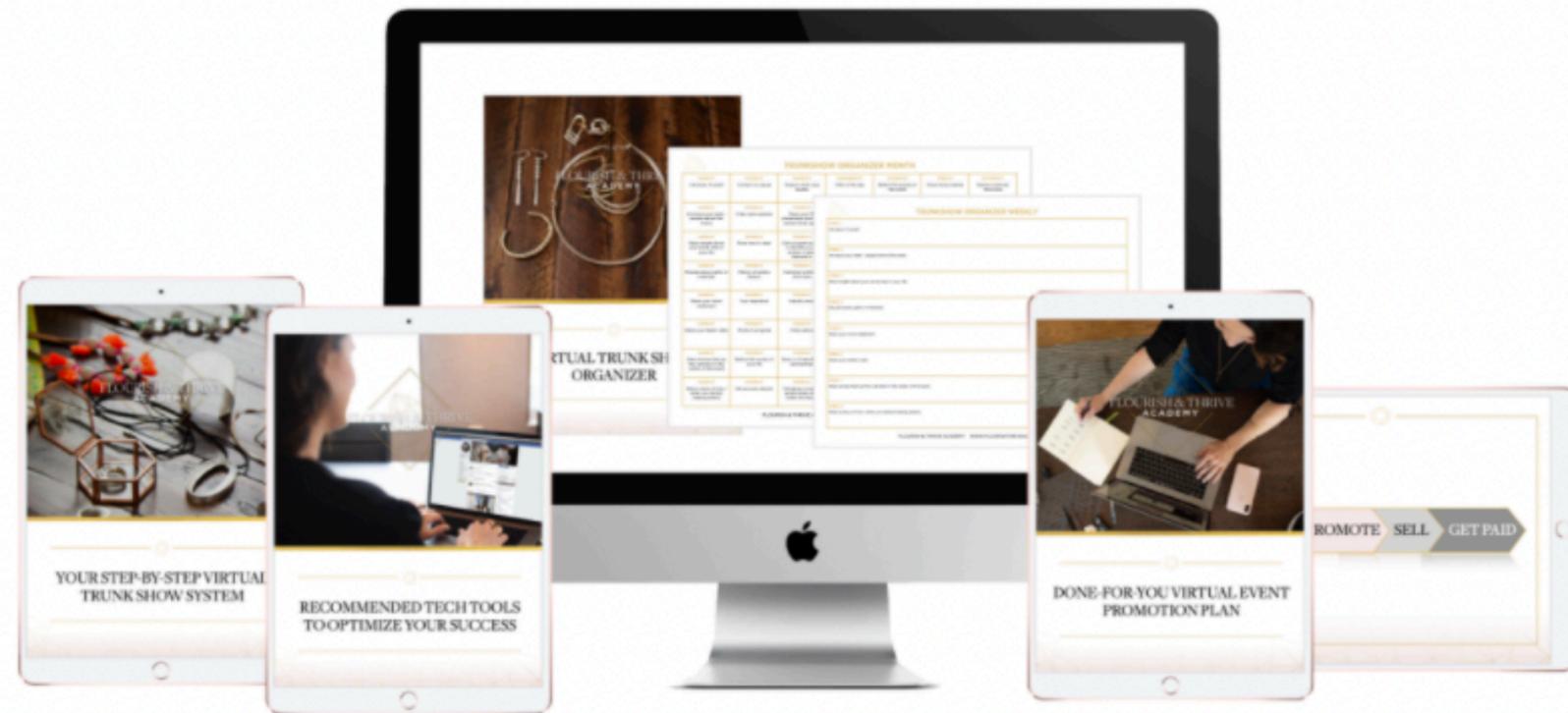
- 🔺 YOUR STEP-BY-STEP VIRTUAL TRUNK SHOW SYSTEM (**\$897 VALUE**)
- 🔺 DONE-FOR-YOU VIRTUAL EVENT PROMOTION PLAN (**\$397 VALUE**)
- 🔺 VIRTUAL TRUNK SHOW ORGANIZER (**\$197 VALUE**)
- 🔺 RECOMMENDED TECH TOOLS TO OPTIMIZE YOUR SUCCESS (**\$197 VALUE**)

VALUE \$1688

YOUR INVESTMENT \$67

SAY YES LIVE ON THE MASTERCLASS....
YOUR INVESTMENT TODAY IS JUST ~~\$67~~ \$47

Virtual Trunk Shows That Sell
Done-For-You System



Enter the code: **VTSNOW** at checkout

FlourishThriveAcademy.com/VTSNOW

Top Fan

I purchased mine a couple of days ago. Which I had it when I hosted a trunk show in the past. So much valuable information and All the steps are laid out for. Awesome Tracy Matthews! ❤️

Love · Reply · Message · 9w



1 Reply

I ❤️ this! Everything is explained and put together perfectly! I can't wait to do my first virtual event with it!

Love · Reply · Message · 9w



I pulled out my supplies and old gift boxes, used Canva to create a step-by-step instruction sheet, and created DIY Bracelet Kits that I launched on Wednesday. I've already sold over 60 kits and generated \$1200 in sales in the first two days of April!

Like · Reply · 11h



April 2 at 8:34 AM

I just want everyone to know that people are still buying! I had a Facebook Sale on Tuesday (it was already scheduled before all of this craziness happened) and I made over \$7k! (almost double what I made in the last one) I think people really wanted a distraction and a sense of community. I tried to be sensitive to what was going on in the world, but I put myself out there with lots of emails, social media posts and Facebook Lives. Don't panic and don't be afraid to sell!

Robin Kramer, Aandra Bohlen and 48 others

32 Comments

I bought this on Friday and I'm BLOWN AWAY at the value. I won't lie, I was a little skeptical of what I was paying for but wow. I'm so glad I decided to take the leap!

1h 1 like Reply

I got this package! It's so thorough and I can't wait to implement it! I have a live show within a Facebook group Christmas in July TODAY! I used many of the protocols in this system but the show was short notice and only had 10 days to prepare. Just considering this a practice run before I go all out on my own page in September! Yay, I feel so supported. Thank you 🙏

Love · Reply · Message · 5w



100% agree!!! I made over 10k in 48 hours and started Sunday.

Congratulations!!

Like · Reply · 17h



Hosted my first virtual Trunk show after purchasing the system and generated 1,200 in 2 hours! I thought the more the merrier, found out that's not so, didn't listen to hard to that part, my bad. I'm going to be hosting them once a month now, just 1 or 2 collections at a time! (First show had 6 collections, ugh!) Thank you for your knowledge and know how, your podcasts and lives!!

3w 1 like Reply

Case Study: Jeanna & Jared Rushton



Flourish & Thrive Academy Momentum Grads, Jeanna and Jared Rushton, pulled in more than \$8,000 over the Black Friday / Cyber Monday weekend with their virtual trunk show strategy.

Enter the code: **VTSNOW at checkout**

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Case Study: Shehana Kimiangatau

Sold \$39,000 worth of fine jewelry for her virtual birthday event after her events were shut down due to COVID-19

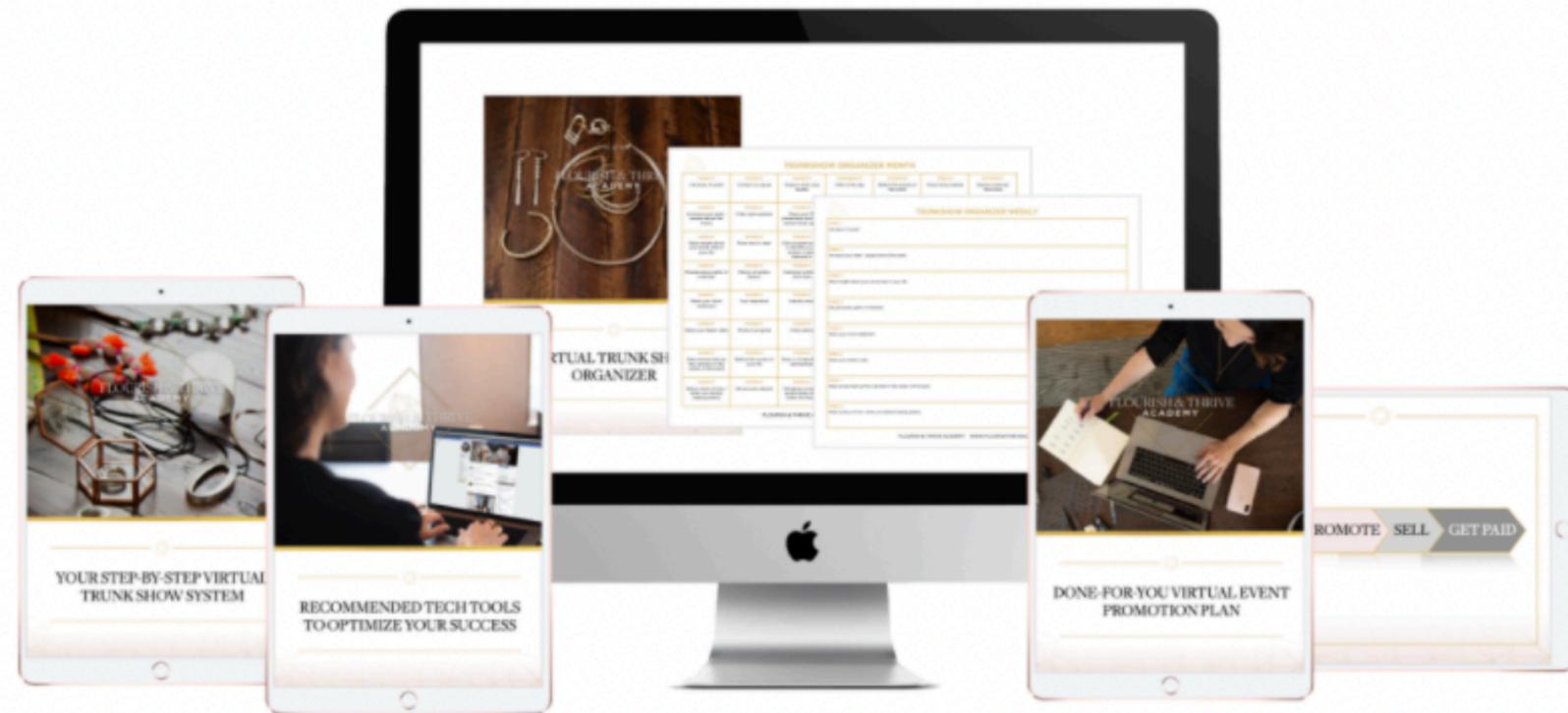
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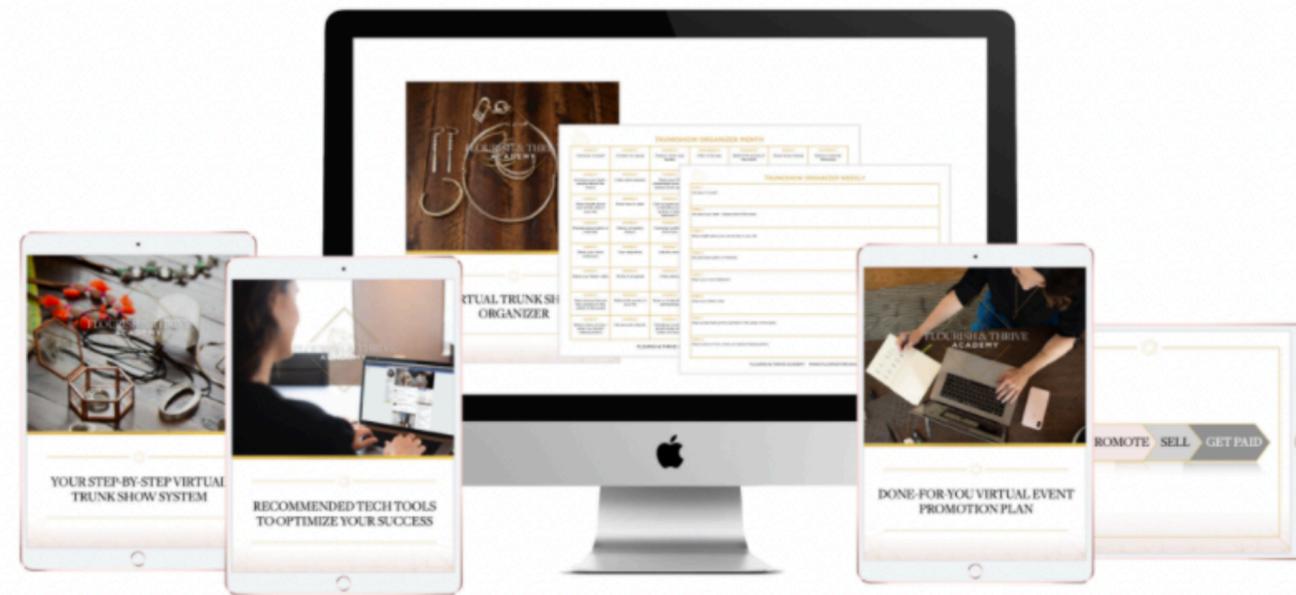
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Virtual Trunk Shows That Sell Done-For-You System

SAY YES LIVE ON THE
MASTERCLASS....
YOUR INVESTMENT
TODAY IS JUST ~~\$67~~ \$47

Total Value: \$1688



Enter the code:
VTSNOW at checkout
for \$20 off your order

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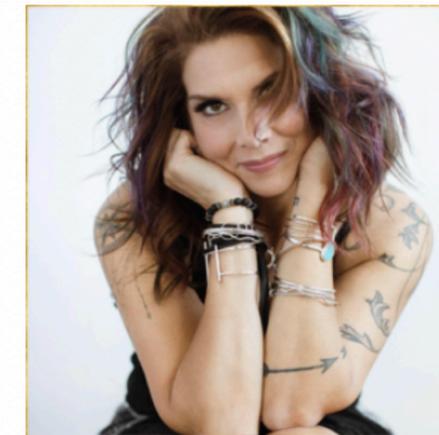
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