



THE "VIRTUAL" WAY

DISCLAIMER: To promote and or sell lemonade or any product on social media, you will need help from a mentor or adult to access social media platforms and manage communications. You will also need an adult to accept digital payment on your behalf through any of the suggested payment platforms.



... "SOCIAL" WAY

WHAT IS IT? - As you know, social media platforms are a great place to advertise your business but they also might be a great place to sell your product. Customers will purchase a virtual sip via digital payment to receive your recipe via email. As an entrepreneur, you can use social media to post about your product (virtual sip of lemonade or other product). Potential customers will see your posts and read about you as a business owner and entrepreneur. They can also learn about your virtual lemonade stand and your profit goals. Include details in your posts about how much you're selling your product for and let people know how they can purchase it digitally. Although you may not be able to serve them a glass of your lemonade in person, they can still use your recipe to make their own glass and enjoy it from the comfort of their home!

HOW DO YOU DO IT? - Follow the steps to set up your website and begin selling your virtual sips or other products!

STEP 1: Decide on the social media platform(s) that you want to use to market and sell your product.

- There are a few social media platforms that would probably work best for marketing and selling. We've included our top picks for you below.
 - Facebook
 - Instagram

STEP 2: Plan out your marketing campaign.

- Decide on how many posts you want to put up, on which platforms and for how long of a timeframe.
- You might consider creating some graphics to go with your product or you can take a picture of your lemonade or your stand.
 - Here are some [social media posts](#) that we've created for you.

STEP 3: In order to sell your lemonade virtually, you will need to offer digital payment options to your customers.

- You can use any platform that you choose or that you already use, however, here are some options:
 - [Paypal](#)
 - [Venmo](#)
 - [Stripe](#)
 - [Square](#)
 - [Apple Pay](#)
- You will need an account to accept payment from these platforms
- **NOTE:** You might want to consider offering more than one payment method to appeal to different customers.

STEP 4: Get the word out!

- Put your plan into action and begin your social media campaign.
- Make sure your posts include
 - Information about your product and what customers will receive by purchasing from you
 - A little something about you as a business owner
 - Preferred payment method(s) and instructions

STEP 5: Fulfill your orders!

- If someone sees your post and wants to buy a glass, they can comment on your post or send you a private message.
- They can send their digital payment to you and in return you can provide them with your recipe via email or private message within your chosen social media platform.
- As customers purchase their virtual sips, you will want to immediately follow up with a [thank you message or email](#) and link to your [special recipe](#).

STEP 6: Offer a free glass next time! (Optional)

- If you want to take your virtual sip concept to the next level and show some customer appreciation, you might consider offering a free glass of actual lemonade when it's safe to open an in-person stand. This is a great way to thank your customers for supporting your virtual stand.

STEP 7: Submit your results!

- After you have completed Lemonade Day My Way, we want to hear the results from your business!
- Complete the Business Results form online to tell us more about how you did Lemonade Day your way! [CITY TO INSERT LINK TO BUSINESS RESULTS FROM]
 - When you submit your Business Results, you're automatically entered into a drawing for a chance to win a NEW BIKE!
 - You can also enter to win the Youth Entrepreneur of the Year contest! All local winners will then be entered into the national contest.
 - Limoneira presents the 2020 National Youth Entrepreneur of the Year contest. Submit your business results to win locally and you may become the national winner!

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