



The MyShoplife Instagram challenge is designed to help shout about your store, this year I've written the prompts to help you sell, be clear on how customers can shop with and support you.

The challenge can be posted in your stories, by creating a reel or up on the grid (or a mix of all!) Below are tips on how to best present for each prompt, but this is your shop & your story. We really do recommend planning in some of the content as doing it day by day can feel a lot. There is also bound to be older content you could reuse for the challenge if you are getting stuck.

DAY 1	MY SHOP	The shopfront is good, including yourself and team is good. Introduce yourself, how long you've been open -why you opened. Save the internal pics for day two.	
DAY 2	SHOP TOUR	This is going to work best as a video,a reel or stories, but if you can't a carousel of pictures would also work. Take your customer on a journey of your store – entice them to visit, show off your favourite displays	
DAY 3	HOW TO SHOP	This may feel an odd one, but it allows you to highlight any personal services, if you have an online shop, do you offer click & collect, when you are open, special events you partake in, payments you take.	
DAY 4	BEST SELLER(S)	Do not shy away from talking about your best sellers, this can build interest to your customers who haven't bought them yet, talk about why your customers love them, what they use them for etc reference pricing, colours, any other variant options. If it's a smaller supplier talk about where they are made and by who.	
DAY 5	WINDOW DISPLAY	Could be the current display, a past favourite, or perhaps a reel showing a few of your windows, or a timelapse of you putting the window together. Window displays are pretty unique to bricks & mortar shops, they invite the customer in while selling to them. Show them off!	
DAY 6	THROWBACK THURSDAY	A then and now, opening day, when you've moved things around, small team to big team, one shop to two shops... What shows your progress/change in a good light and helps tell your story.	
DAY 7	DAY IN THE LIFE	This works best on Instagram Stories if you're doing it ON the day. Or if you pre film, a reel can work really well. Think of elements of your day that people might not know about but go into running a shop, timelapse filming can also help show long processes into 30 seconds. Can include a little bit of life before and after work too.	
DAY 8	SELFIE	Make it your best shelfie to finish the week off. Use the caption to close out any thoughts of your week, future plans, customer thank yous etc...	

Please tag @pencilmeinshop in your posts & use the hashtag #MYSHOPLIFE24