



TOTALLY LOCALLY FIVER FEST INSTRUCTIONS

THE TOTALLY LOCALLY FIVER FEST is the chance for the independent shop & business owners our town to shout about just how good they are and what great value they can offer.

We are constantly bombarded with advertising from the big supermarkets and the huge chains telling us how you can't live without them & how cheap they are. But you know that when you look closely it's not that great a deal after all, and if something is on offer other things will be more expensive.

So here's your chance to shout back!

SOME QUESTIONS ANSWERED...

WHAT DO I DO?

Create a special offer for the good people of [TOWN NAME] for £5.00. Make it special, make it interesting. Don't just grab something you usually sell for £5.25 and discount it - make it real value for money.

WHAT SORT OF STUFF?

Anything from a £5 lunch deal to a £5 meat pack to a £5 beauty introductory offer to a £5 gift, all wrapped up with a card!

Fiver Fests we have run elsewhere included everything from a £5 car valet to a £5 guitar re-stringing to a £5 lunch for 2 - you get the picture. Anything as long as it's good.

WHAT DO I DO THEN?

Take your poster and add your special offer to it. Display with pride. Email us to tell us what your offer is and we'll add it to the totally locally website and into any press that we are doing.

WHAT IF I'M OK WITHOUT IT?

It's not just about you!

It's about our towns as a whole. If one shop struggles or closes there is a knock on effect to all the others.

More empty shops means less reason for people to visit a town, which lead to more businesses suffering - maybe even yours?!

We are lucky in [TOWN NAME] to have so many independent shops, but we should never take it for granted.

As most small businesses don't have a big marketing budget, this is us at Totally Locally giving you a leg up by giving the general public something to focus on.

SO.....

**TAKE THE IDEA. USE IT. TELL YOUR NEIGHBOURS TO DO THE SAME.
TELL EVERYONE ABOUT IT. GET EXCITED!**

**FOR MORE INFORMATION VISIT
www.totallylocally.org**

