✓ PRE-SHOW PREP CHECKLIST

MAKE IT EASY TO FIND YOU

If you want potential customers to visit your site, make it easy to find. Now is the time to double check all of your listings on sites like Yelp and Google. If you don't have a listing - get one, it's free and easy. These sites help consumers find you and learn what you're about. Customize your listing, share background on your business, add photos of your work and stay on top of reviews.

UPDATE YOUR WEBSITE

Make sure your website is up-to-date. Show off your best work and let customers know you offer the product highlighted in the show, Museum Glass® by adding project images that feature Museum Glass and highlight your design talents and craftsmanship. Remember, if you're in need of images, Tru Vue has a great library of online stock images for you to use at tru-vue.com/custom-framing.

ANNOUNCE THE AIR DATE

Get the word out - share the upcoming show details on all of your social media outlets, on your website and in your company e-newsletters. Tru Vue is making this easy, by creating communications that can be easily reshared from the Tru Vue Facebook page and Blog. Be sure to include the air date – January 6th 7:30AM EST/PST – 6:30AM CST and encourage people to tune-in.

HOST A VIEWING PARTY

Watch the show live on the Lifetime Network or online at designingspaces.tv with your employees. End the viewing party with a refresher on offering Museum Glass during the design consultation. Encourage your employees to use a point-of-purchase display to show customers their glass options and just let them pick the glass they want for their project.

SHARE THE SEGMENT VIDEO

Shortly after the show airs, Tru Vue will share the segment video on the Tru Vue Facebook page. Share this video on all your social media outlets and add it to your website. To make sharing easy, Tru Vue is creating an email template with the video that you can customize and send out. Templates will be available at tru-vue.com/custom-framing.