

Workshop Handouts



Publication of



PO Box 190
St. Clair Shores, MI 48080
800.544.0751 • meetings@narts.org
Visit Our Website: www.narts.org

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Concurrent Sessions 10:00 AM

AI Made Simple

Angie Houloose

7 Tough Conversations with Employees

Robyn Hicks

Growing Pains: Getting Bigger & Better!

Meagan McDonald

Preparing to Sell Your Business

Vena Holden & Teresa Harwood

7 Tough Conversations with Employees



Presented by:
Robyn Hicks
Another Season Consignments
Waco, Texas 76710
254-751-0212
anotherseasonconsign@gmail.com
www.anotherseason.com

7 Tough Conversations with Employees

Brainstorm: What are the hardest conversations to have with employees?

What performance issues are most common?

What performance issues do you most often correct?

What performance issues affect your team the most?

Explain one example of when you dealt with one of these....

HR laws and guidelines in areas of liability you have as a manager/owner:

1. _____
2. _____
3. _____

Growing Pains- Getting Bigger & Better!



Presented by:

Meagan McDonald

The Green Monkey

Tucson AZ

520-577-1610

thegreenmonkeyboutique@gmail.com

<https://www.greenmonkeyboutique.com>

Is your business getting tumbled in the resale waves? Are you spent trying to keep up with the growing volumes and demanding consignors? Constantly walking uphill?

We'll take time in this workshop to talk about physical and policy changes you can make to help your growth stay manageable, how to reflect on how far we've come, and how new adjustments can continue to amplify your success. We'll also swap stories, ideas and experiences, because community is one of our greatest resources!

These are some self reflection questions we'll discuss during our session, as well as for you to brainstorm on.

How would you describe the growth at your store? What challenges have come as a result of that growth?

What are 3 policies your store has in regards to consignment/intake? 1. 2. 3.	How long have you had these policies? When was the last time any changes were made? Do you feel like these policies are serving you? If not, what obstacles are preventing changes?
---	--

What frustrations (if any) do you have with your current consignment/buying situation?

<p>What 3 racks/sections/displays are most popular at your store?</p> <p>1.</p> <p>2.</p> <p>3.</p>	<p>Have you always had these displays/sections/displays?</p> <p>Have you added new ones? Removed old ones?</p>
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On the bus tour yesterday- were there any physical features in stores that stood out to you?

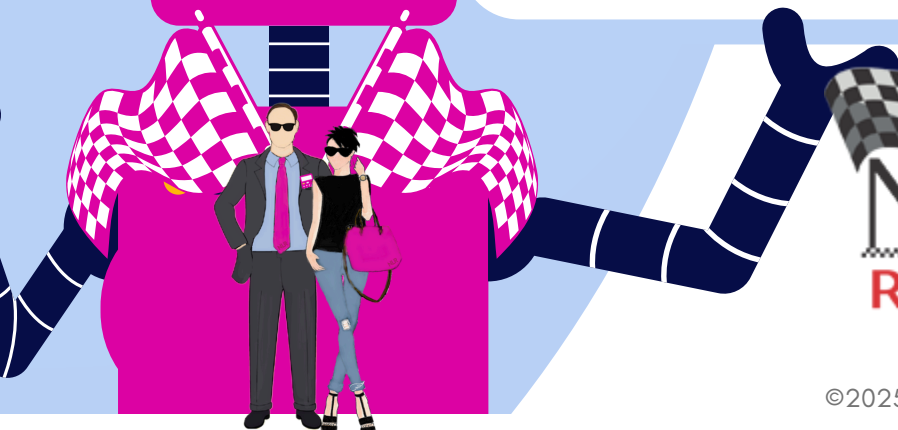
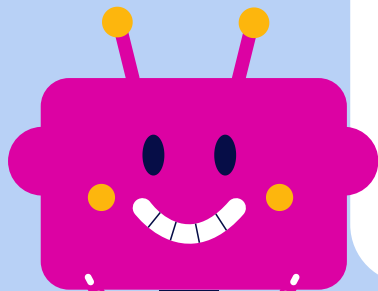
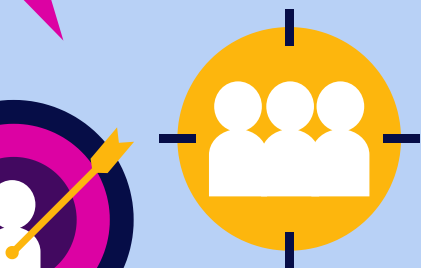
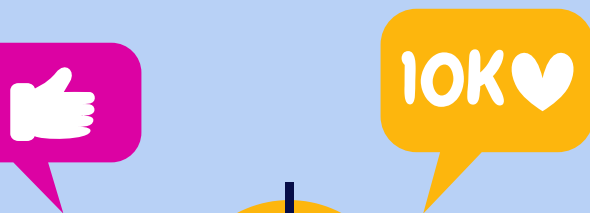
How have your staffing needs changed as your business has grown? Are you adequately staffed?

What's the best sales day you've had at your store? How does that compare to a year ago? 3 years ago?

Burnout is not solved by a long weekend. Burnout can only be solved by long term changes to your workload or schedule. This is a reminder that your “magic” is essential to the function of your business, your leadership and your happiness. Protect it at all costs! Adopt policy and physical changes to prevent burn out.

AI made SIMPLE

How AI Can Transform Your Business





Angie Houloose

Next Level Resale
www.NextLevelResale.com
Angie@NextLevelResale.com



What is AI?

A set of technologies that allow computers to perform tasks that usually require human intelligence.

AI can learn from experience, analyze data, and make decisions.

What is ChatGPT?

Generative Pre-trained Transformer

It's a type of artificial intelligence (AI) that powers ChatGPT, a chatbot that can understand and respond to human language.

Feed the Machine

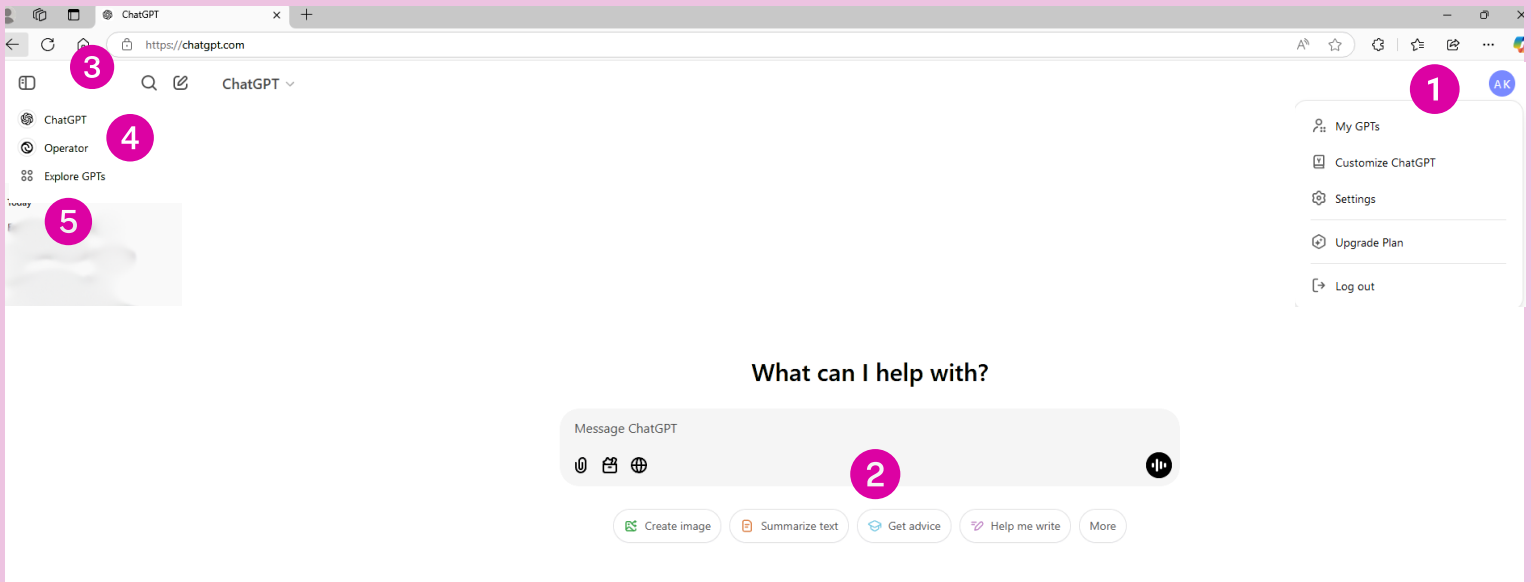
SPECIFICS (all about your business)

STRUCTURE (in the form of prompts)

SPEAK UP (clear instructions, feedback)



Create An Account on ChatGPT.com



Notes

1

2

3

4

5



Introduce Yourself

"I own [STORE NAME] located in [CITY, STATE]. We sell [MERCHANDISE TYPE/CATEGORIES], and our main customers are [DESCRIBE YOUR TARGET AUDIENCE]. Our store's unique selling point is [WHAT MAKES YOUR STORE SPECIAL]. Our mission/values statement is [WHAT YOU BELIEVE IN OR VALUE MOST]. Ask me 3 questions to clarify."

Quick Tips

- To put spaces between thoughts use CTRL-Enter
- Paperclip Icon: attach documents
- Voice:
 - microphone icon
 - soundwave icon
- Memory Turned On
 - Settings > Personalization > Memory
 - Toggled On
- Ask clear questions & give clear directions
- Start new sessions
- Know when to give up
- Don't overload the prompt

Tell What You Need

- Authority (What Role Are They In?)
- What (Goal & Purpose)
- How (Tone or Style)
- Format (As Needed)
- Other Factors to Include
 - Who (Audience)
 - Format
 - Documents
 - Additional Details

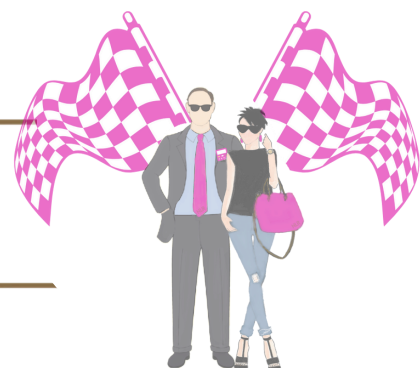


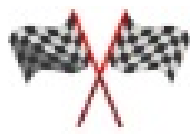
Notes

Core Basics About AI Prompts

- **AI doesn't know your business—you have to teach it:**
 - Treat it like a new assistant. The more context you give, the better it helps.
- **You can talk to it like a person:**
 - No need for fancy words. Plain language works great.
- **It doesn't know what's “right”—it just follows your lead.**
 - Be clear about your goals. If it's off, just guide it back.
- **It remembers the conversation (mostly).**
 - You can say: “Based on what I told you earlier...” and keep building on past prompts.
- **It's not always perfect—but it's fast and fixable.**
 - Think of it as a draft-maker or idea-starter, not a final answer machine.
- **The first response isn't always the best.**
 - Ask it to tweak, rewrite, simplify, or try again. That's normal!
- **You can paste in your own stuff and ask for help.**
 - It's great at improving, shortening, or explaining things you already wrote.
- **It works better when you're calm and curious.**
 - Don't be afraid to play. You can't break it—and experimenting is part of the magic.
- **It learns your tone over time.**
 - If you always ask for “friendly and confident,” it will start giving you more of that automatically.
- **The more you use it, the better you get.**
 - Using AI is a skill—just like pricing, merchandising, or managing people. You'll improve every time you try.

Notes





Resale... Racing to Success

NARTS 38th ANNUAL CONFERENCE

June 27-29, 2025 • Indianapolis, IN

Preparing to Sell Your Business

Presented by:

Vena Holden and Teresa Harwood

venasmallbizexit@gmail.com; teresasmallbizexit@gmail.com

Website: www.exitsmallbiz.com



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Preparing to Sell Your Business



Presented by:

Vena Holden venasmallbizexit@gmail.com

& Teresa Harwood: teresasmallbizexit@gmail.com

Small Biz Exit, LLC www.exitsmallbiz.com

Understanding How Business Value is Determined

What Buyers Look For

How to Increase the Value of Your Business Before a Sale

Getting Your Financial Records in Order

Getting Your Physical Space Ready for Sale

The Process of Selling a Business and How Long It Takes

Questions to Consider:

What would you do with your time and energy if you didn't have your business?

When would you ideally want to exit your business?

What can you do today? This week? This month? To take steps towards that goal?

Thank you for attending!

Vena and Teresa from Small Biz Exit LLC

**Contact us at venasmallbizexit@gmail.com or teresasmallbizexit@gmail.com
or visit us at Small Biz Exit on Facebook and Instagram and find our website
at www.exitsmallbiz.com**



Concurrent Sessions 11:30 AM

Social Media Marketing for Resale Success

Lisa Ibias Angie Houloose

Navigating Multiple Locations

Brooke Miller

Secrets to Maximizing Your Profits

Alyssa Gonzales & Merra Holmes

Being Green is Good for Business

Kelli Hulslander



Navigating Multiple Locations

Brooke Miller

Beau Monde Resale Stores

6 Locations Across North Idaho

208.661.1075

beaumondecda@msn.com

www.beaumondestores.com

Navigating Multiple Locations

My Story

(Use this space to jot down your own story or what inspired you to grow multiple locations.)

Introduction

Welcome! This session will cover practical strategies and systems for operating multiple resale clothing store locations.

1. Know Your Business Model

- Boutiques vs. Bargain Stores: What makes each one unique?
- Central Intake Location: Helps with consistency and efficiency.
- Mission Alignment: Keep your core brand while adapting to local needs.

(Notes: _____)

2. Choosing the Right Locations

- Demographic Match: Match area type to store type.
- Key Factors: Visibility, parking, anchor stores, rent vs. revenue.
- Test the Market: Use pop-ups to test areas first.

(Notes: _____)

3. Inventory Management

- Central Sorting: One hub sorts for all stores.
- Location-Specific: Boutiques = curated; \$5 stores = basics.
- Strategies: Weekly redistribution, seasonal swaps, donation plans.

(Notes: _____)

4. Building & Empowering Your Team

- Team Structure: Managers, assistants, keyholders.
- Delegation: Give ownership + support tools.
- Avoid Micromanagement: Empower them to decide.

(Notes: _____)

5. Systems That Run Without You

- • Store Systems Notebook: Checklists, promos, contacts.
- • Owner Binder: Overview, contact tree, performance.
- • Training: Standardize onboarding across locations.

(Notes: _____)

6. Marketing Across Locations

- • Branding: Keep it consistent with local flavor.
- • Social Media: One brand or per-location accounts?
- • Events & Loyalty: Build community and cross-store loyalty.

(Notes: _____)

7. Tracking Performance

- • Track: Sales, inventory turnover, labor cost %.
- • Manager Scorecards: Goals and reviews.
- • Data Use: Know when to expand or shift.

(Notes: _____)

8. Lessons Learned

- • Don't scale too fast — get systems right first.
- • Ongoing training is key.
- • Each store is a micro-environment.
- • Trust your team — they run the show.

(Notes: _____)

Final Thoughts

- • Success with multiple stores = strong systems + leadership.

(Notes: _____)

Connect with Me

Brooke Miller

Owner, Beau Monde Resale Stores

■ 6 Locations Across North Idaho

■ beaumondecda@msn.com

■ 208-661-1075

■ BeauMondeStores.com

■ ShopBeauMondeLuxe.com

@beaumondeexchange | @beaumondeoutlets | @beaumondeluxe

Being Green Is Good For Business



Presented by:

Kelli Hulslander

Your Other Closet

Albuquerque, NM

(505) 355-5979

Kelli@yourothercloset.com

www.yourothercloset.com

The *GLOBAL* resale market is projected to reach \$82 billion by 2026

Resale is projected to grow three times faster than traditional retail over the next 5 years

64% of consumers report a high level of concern about the environment - and it's affecting their shopping habits and spending.

“Green” jargon you should know

Why a “resale” business SHOULD go green

Examples of sustainable operational practices

Teach your customers on how to be eco-conscious

Partner with your customers to make a positive impact on the environment

Recommended Resources

Green Groundswell www.greengroundswell.com

Consumer Ecology www.consumerecology.com

Keep America Beautiful <https://kab.org>

EarthDay.org www.earthday.org

U.S. Environmental Protection Agency www.epa.gov

DSIRE by NC Clean Energy Technology Center <https://www.dsireusa.org/>

British Business Bank <https://www.british-business-bank.co.uk/business-guidance>

Companies House Blog companieshouse.blog.gov.uk

SimplyRecycle <https://simplyrecycle.ca>

ThreadUp <https://www.thredup.com/about>

Treet www.treet.co/blog

Gusto <https://gusto.com/resources/articles>

Social Media Marketing for Resale Success



Presented by:

Lisa Ibias – Owner of **Alaskan Dames** in Juneau, AK

Instagram: [@alaskandames](#)

Website: www.alaskandames.com

Email: lisa@alaskandames.com

907-321-4462

DM me any time if you have questions or want to brainstorm your strategy!

"Only 9 % of your followers will see today's post-unless you give them a reason to engage."

(Stat: internal IG data, 2025)

In the next hour you will learn a repeatable system-grounded in five content pillars, simple tools, and data-driven tweaks-that turns casual scrollers into loyal shoppers.

Follow-Along Outline

1. Why Instagram Still Matters - discovery stats, algorithm truths

Notes:

2. 5 Content Pillars - Educational * Entertaining * Fashion/Seasonal * BTS * Heartfelt

Notes:

3. Toolbox Breakdown - Reels * Carousels * Static * Stories

Notes:

4. CTA Ladder - Like -> Comment -> DM -> Click -> Buy

Notes:

5. Common Mistakes & Easy Fixes

Notes:

6. Hiring It Out (Without Losing Your Voice)

Notes:

7. Bio & Link Tune-Up (Interactive) - Draft bio:

Notes:

8. Action Plan - 30-Day Planner + Worksheets

Notes:

Content Pillars Quick Reference

Pillar	Purpose	Starter Prompt
Educational	Teach & trust	How to style X 3 ways
Entertaining	Spark shares	Meme about thrift wins
Fashion / Seasonal	Show relevance	Spring trend flat lay
Behind the Scenes	Humanize brand	Staff shout-out
Heartfelt	Emotional bond	Customer success story

Mistakes – Fixes Cheat sheet

Oops...	Why it Hurts	Quick Fix
No captions on Reels	80% watch muted	Toggle IG auto-captions
TikTok / CapCut watermark	IG down-ranks	Remove watermark
Product-only feed	Feels like ads	Rotate pillars
No clear CTA	Followers freeze	One clear ask/post
Random posting	Burn-out & poor reach	Batch 3 posts/wk

Toolbox at a Glance

Format	Reaches	Best for	CTA Idea
Reels	Non-followers	Discovery & trends	Save this tip
Carousels	Followers	Step-by-step value	Swipe & share
Static	Followers	Brand visuals	Tap link in bio
Stories	Followers	Daily engagement	Vote / DM / Swipe

Worksheet Snapshot

Activity 1 - Fill in your 3-5 pillars & two post ideas each.

Activity 2 - Rewrite your bio so it: says what you do, shows what they'll get, tells them what to do next.

Hiring Checklist

- Candidate asked deep questions about brand & goals
- Delivered written plan (positioning, pillars, 3/6/12-mo benchmarks)
- Monthly content huddles scheduled
- Quarterly analytics review scheduled
- Clear ownership: Feed = strategist * Stories = in-store voice
- Metrics shared (engagement, clicks, traffic, sales)

Further Reading & Tools

Instagram Creators Blog - latest feature roll-outs

Sprout Social 2025 Benchmarks Report

"They Ask, You Answer" - Marcus Sheridan

Scheduler: Cloud campaign

Final Thought

"Connection beats perfection. Show up, serve value, and sales will follow."

Instagram Strategy Workshop Worksheets

Activity 1: Define Your Content Pillars

Choose 3-5 content pillars that reflect your brand and audience goals. Under each one, jot down a couple of post ideas.

Content Pillar	Post Ideas

Activity 2: Optimize Your Instagram Bio

Take a moment to look at your Instagram bio and evaluate if it reflects your content and your goals.

Use the space below to draft a stronger bio with a clear message and a compelling call to action.

What does your business do?

What kind of content will people find on your feed?

What do you want visitors to DO when they land on your profile?

Write a draft of your optimized Instagram bio:

Secrets to Maximizing Your Profits

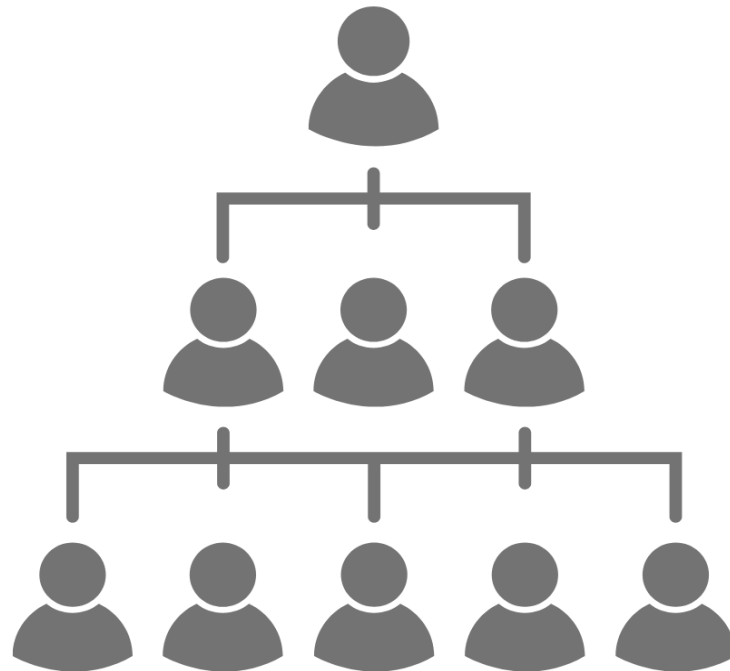


Presented by:
Alyssa Gonzales & Merra Holmes
Another Season Consignments
Waco, Texas
254-751-0212
anotherseasonconsign@gmail.com
anotherseason.com



It is essential to have the right people in the right place.

Chain of Command

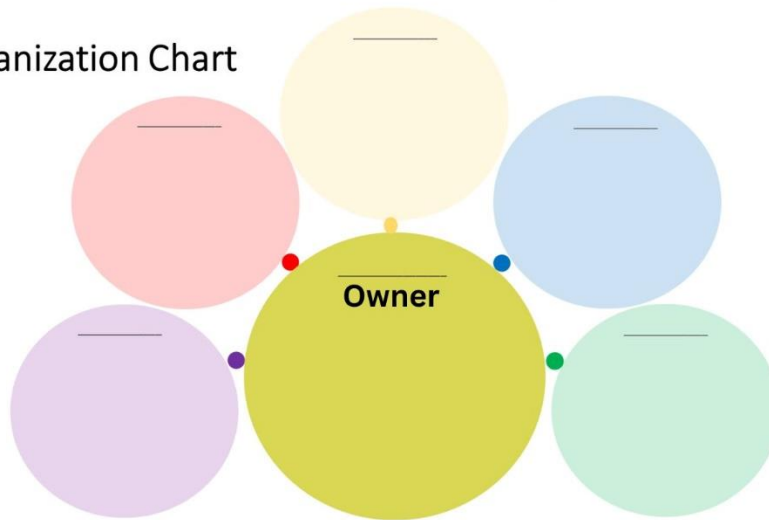


List each manager and their responsibilities.

Operations

Fill in departments and list responsibilities:

Organization Chart



Each department requires a certain skill set.

List your departments/sections and sort which personality traits best fit that area.

Streamline Operations

Efficient systems save time, money, and reduce errors.

Self-Check: What tasks in your store could be automated or delegated?

1. _____
2. _____
3. _____

Action Step:

What is one daily task you can automate this month?

Master Inventory Management

The right inventory at the right time = faster turns and higher profits.

Key Formula: Sell-Through Rate

$$\text{Sell-through Rate} = (\text{Units Sold} / \text{Total Units Received}) \times 100$$

Try It Yourself:

- Units Sold: _____
- Beginning Inventory: _____
- Units Received: _____

Sell-Through Rate = _____ %

Reflection:

Is this rate higher or lower than you'd like? What might that indicate?

Smart Pricing Strategies

The price must reflect value, demand, and your brand position.

Exercise: Find Your Sweet Spot

Choose a product you currently sell:

- Item: _____
- Current Price: \$ _____
- Desired Margin: _____ %

Key Formula: Profit Margin

$$\text{Profit Margin (\%)} = (\text{Selling Price} - \text{Cost} / \text{Selling Price}) \times 100$$

- Cost of Item: \$ _____
- Selling Price: \$ _____

Profit Margin = _____ %

Brainstorm: What pricing strategy could you test (e.g., charm pricing, bundles, markdown schedules)?

Increase Customer Value

Keep customers coming back and buying more.

Key Formula: Customer Lifetime Value (CLV)

$$\text{CLV} = \text{Average Purchase Value} \times \text{Purchase Frequency} \times \text{Customer Lifespan}$$

- Average Purchase Value: \$ _____
- Purchase Frequency (per year): _____
- Lifespan (years): _____

Customer Lifetime Value = \$ _____

Engagement Challenge:

What can you do to increase just *one* of these three metrics? _____

Utilize Free Resources

Low-cost tools can make a big impact when used intentionally.

Group Brainstorm: What free tools or community resources do you use (or could use)?

Category	Tool/Resource	Notes or Ideas
Marketing		
Recycling		
Inventory		
Reports		

Workshop Wrap-Up

Which 2 secrets will you prioritize this quarter?

- 1.
- 2.

What's one thing you will implement this week?



Concurrent Sessions 3:00 PM

Mastering the Three P's for a Thriving Business

Judy Connor

Diversify Your Sales Channels for Success

Jessica Rennard

Unlock the Secrets to Innovative Lead Generation

Michelle Renda

Resale Accounting Tools

Jody Czako

Diversify Your Sales Channels for Success



Presented by:
Jessica Rennard
Helpsy Source
jessica@nusource.io
610-710-9336
helpsysource.com

The answers to these questions will dictate which platforms may be best for YOU!

What kind of store owner are you?

Who is your target audience?

What kind of inventory do you sell?

Circle words below that define your business best

Niche

Heavy Foot Traffic

Apparel

Trendy

Luxury

Non Apparel

Online Presence

Slow Days

Empty Racks

Overflowing

Vintage

Old School/Low
Tech

NOTES:

**You don't have to be a tech wiz to successfully
utilize tools for efficiency;
You just have to start and trust the process!**

Circle words below that may define your roadblocks

Too Busy	Not Enough Inventory	Short-Staffed
Not Tech Savvy	Overwhelmed	Bulky Items
Too Complicated	Shipping Woes	Starting
Consignment Model	Strategy	Competition

NOTES:

✓ Brick-and-Mortar to Online Selling: Starter Checklist

🧠 MINDSET & STRATEGY

Clarify your why — What do you want to achieve online (e.g., expand reach, offload overstock, test demand)?

Identify best-selling or unique items that are easiest to ship.

Set realistic goals (e.g., 10 online sales/month) to avoid burnout.

🛒 PLATFORM SELECTION

Choose a beginner-friendly marketplace:

🛍️ Fashion → Poshmark, Depop

🎨 Handmade/Vintage → Etsy

📦 General Goods → eBay, Mercari

🌐 All-in-One Website → Shopify (only if you're ready for more control)

Create an account and explore the seller dashboard/tools.

📸 PRODUCT PREP

Take clear photos (white/light background, multiple angles).

Write short but detailed descriptions (include sizes, materials, condition, etc.).

Set fair prices — research similar listings to benchmark.

📄 OPERATIONS SETUP

Decide how you'll handle shipping:

Offer local pickup?

Use pre-paid labels from platforms?

Create a return/refund policy (use platform defaults if unsure).

Use your in-store POS/inventory system to track stock.

💰 PAYMENTS & FEES

Understand platform fees and payout schedules.

Connect your bank or PayPal account.

Monitor your profit margins after fees and shipping.

📣 PROMOTION & MARKETING

Let your current customers know! Use:

In-store signage ("Now selling online!")

Social media (Instagram/Facebook/Nextdoor)

Email list (if you have one)

Use simple hashtags and keywords in listings to improve visibility.

📊 MONITOR & IMPROVE

Track what sells well online vs. in-store.

Ask early buyers for feedback/reviews.

Adjust pricing, shipping, or listing strategies based on results.

⚙️ OPTIONAL ADD-ONS (When Ready)

Use a cross-listing tool (e.g., Vendoo, List Perfectly) to list across multiple marketplaces.

Invest in a simple Shopify or Wix site if you want more control or branding.

Explore integrations with your POS system (e.g., Square, Lightspeed) for full inventory sync.

📌 Bonus Tip: Start with 5–10 items online. Keep it small, manageable, and sustainable — your learning curve will be faster, and success will come with less pressure.



Resale... Racing to Success

NARTS 38th ANNUAL CONFERENCE

June 27-29, 2025 • Indianapolis, IN

Unlock the Secrets to Innovative Lead Generation

Presented by:

Michelle Renda

Trading Places

614-581-2742

TradingPlacesOH.com

michelle@TradingPlacesOH.com




LEAD. NURTURE. SELL.

The Framework that Resale
Business Owners can't
Afford to Ignore!

Let's be real—having amazing inventory isn't enough anymore.

If you want to grow your business, you need a plan to bring in the right people, keep their attention, guide them to buy ... and keep them coming back for more!

In this session, we'll break down:

-  How to attract buyers and sellers with simple lead magnets
-  What it really means to “nurture” your audience
-  Why a sales funnel is your new best friend for consistent growth

DEFINITIONS



IDEAL CUSTOMER

Start with clarity- What are their problems, desires or pain points? Imagine them as a single person and speak directly to them. Example: “Chic Emily,” 28, style-savvy professional who wants name brands at a discount.” or “Home Styling Susan,” 45, suburban mom redecorating her home with high-end taste on a smart budget.”



LEAD MAGNET

A free, valuable tool to attract potential clients by offering them immediate value in exchange for their contact info (usually email or phone number). It addresses a problem that your ideal customers wants solved. A compelling Call to Action (CTA) that bridges the gap between your free resource and your paid offer.



LEADS

A potential client / customer who has shown interest in your business, products and/or services, by providing you with their contact information, allowing you to follow up. It is the initial point of contact in the sales and marketing process, where a person moves from being a stranger to a potential buyer.



SALES FUNNEL

A step-by-step journey that guides and converts leads from awareness to purchasing customers. Nurturing leads through each stage of the process by building trust will increase conversions to loyal customers.

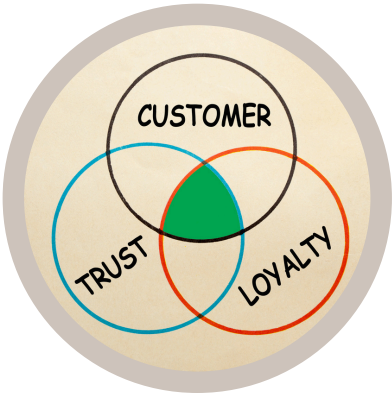
“Lead magnets are the bait, funnels are the bridge.”

LEAD MAGNETS



LEAD MAGNET

A free, valuable tool to attract potential clients by offering them immediate value in exchange for their contact info (usually email or phone number). It addresses a problem that your ideal customers want solved. A compelling Call to Action (CTA) that bridges the gap between your free resource and your paid offer.



PURPOSE OF LEAD MAGNETS

- Capture leads
- Begin building trust
- Position you as the “expert” in a specific area
- Move customers into your sales funnel



TYPES AND FORMATS OF LEAD MAGNETS

- Quizzes
- Discounts
- Styles Guides
- Free consultations
- Checklists or cheat sheets
- PDF
- Ebook
- Video
- Webinars



LEAD MAGNET HEADLINES

- “Top 10 Tips to Spot Authentic Designer Handbags”
- “Style Guide: Staging Your Home with Pre-Loved Finds”
- “Flash Sale Access (email opt-in only)”
- Trade-In Calculator: “What’s Your Furniture Worth?”
- Seasonal Capsule Wardrobe Checklists”
- First-Time Shopper Coupon (e.g., \$10 off \$50)

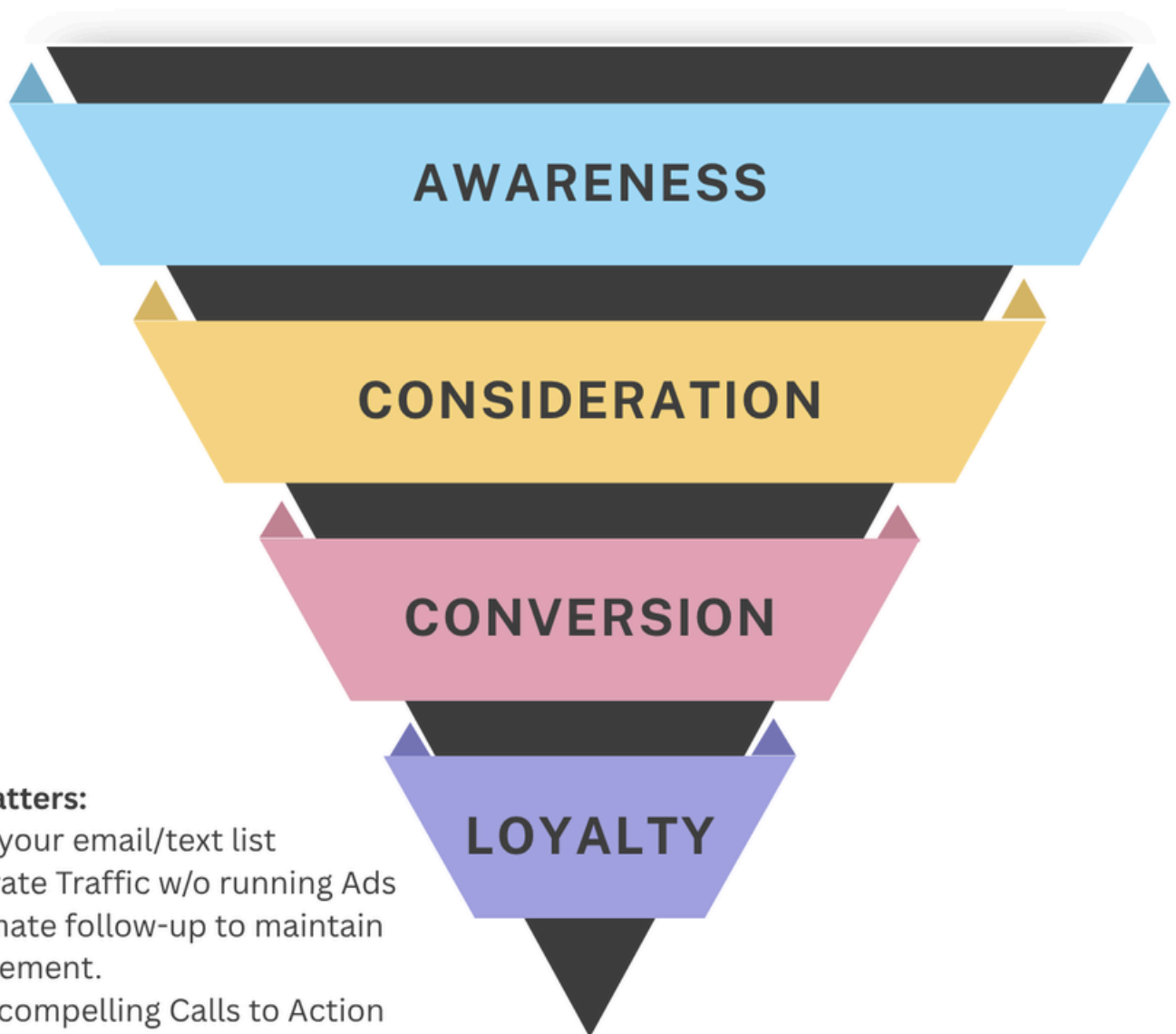
“People don’t give up their email addresses for nothing. Give them something they want.”

- Marketing Proverb

THE SALES FUNNEL

3 ELEMENTS FOR GROWTH

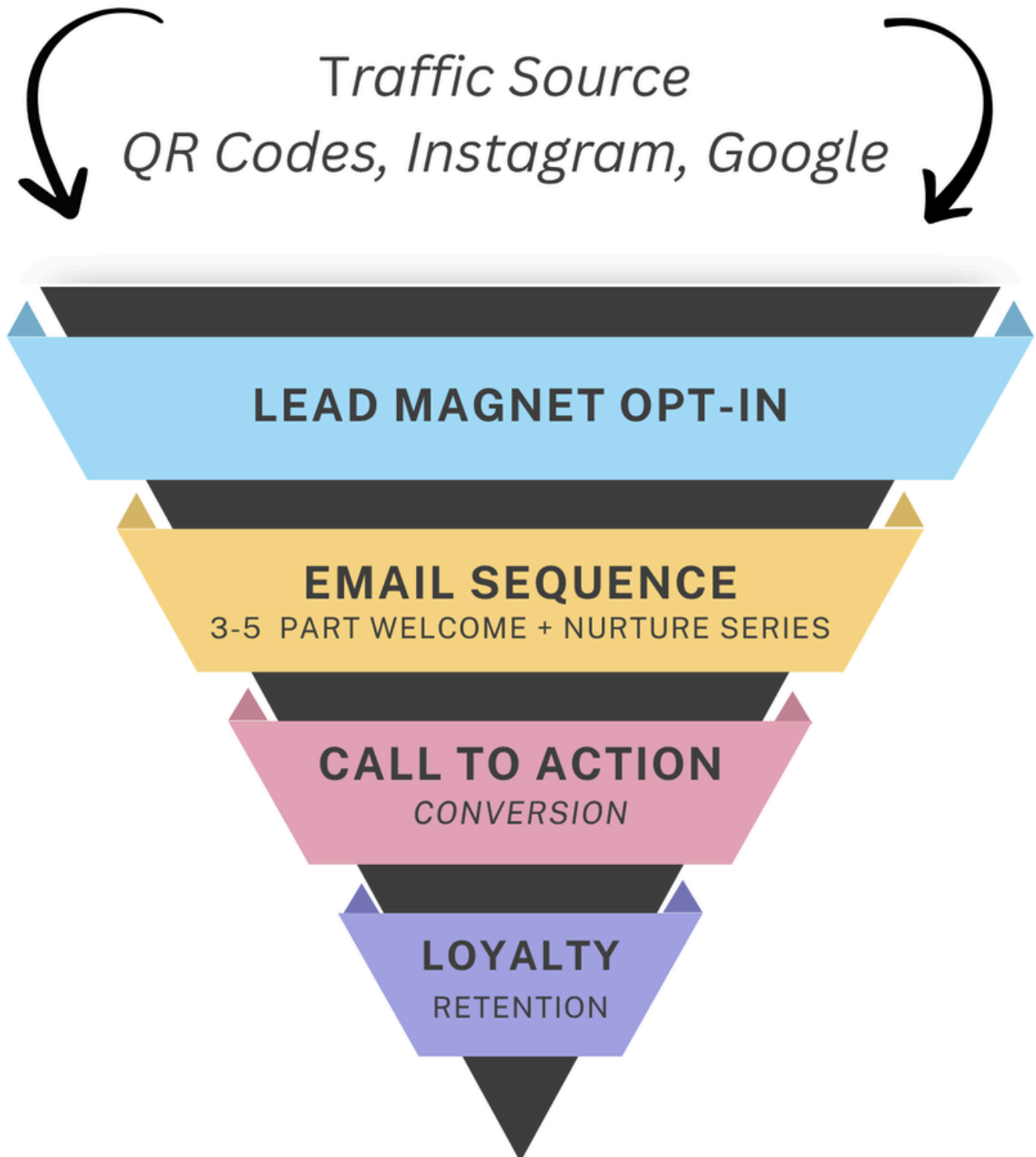
1. Traffic - Attract New Customers
2. Nurturing - Build Trust at each stage
3. Conversions - Turn Leads into Loyal Customers



Without a funnel, you're leaving money on the table. Most people won't buy on the first visit – but funnels help you stay in front of them.

QUICK FUNNEL FRAMEWORK

4-STEP MINI FUNNEL



This is not the end... retention is key.

Keep those email sequences going to continue to retain those loyal customers!

TRUST ME ...

90% of consumers are willing to provide their email address to a trusted company for discounts and other small incentives if it is relevant to them.

A Google-Boston Consulting Group study showed that incentive, relevance, and trust factor are the three key points that drive online users to provide their email addresses in exchange for freebies.



POWERFUL STATS



Businesses with effective sales funnels generate 50% more sales-ready leads at 33% lower cost (Forrester).



Using lead magnets increases opt-in rates by up to 400% (HubSpot).



Email marketing ROI: \$44 for every \$1 spent (Litmus).



80% of sales require 5 follow-ups – a funnel automates this process.



Personalized assessment quizzes and interactive video guides are the top lead magnet tools in 2025.

YOUR TECHNICAL TOOLBOX

01

LANDING PAGE & FUNNEL BUILDERS

These tools help you create pages that promote your lead magnets and guide users through the funnel.

Mailchimp, Constant Contact, LeadPages, Shopify, Canva (Landing Page)

02

DESIGN TOOLS FOR LEAD MAGNETS

To create PDFs, checklists, guides, or lookbooks, etc., that are visually appealing.

Canva, Google Docs/Sheets/Slides, Adobe Express, PDFescape, ChatGPT (content creation)

03

EMAIL MARKETING AND AUTOMATION TOOLS

These tools capture leads, contact segmentation and send automated email sequences.

Mailchimp, Constant Contact, Flodesk, Klaviyo

04

POP-UPS, FORMS AND ON-SITE CAPTURE TOOLS

Use these to deliver your lead magnets and collect user info.

Privy, Mailchimp, Flodesk Forms, JotForm

05

ANALYTICS AND FUNNEL TRACKING TOOLS

Track performance and optimize your funnel.

Google Analytics, Facebook Pixel

06

SOCIAL AND QR CODE TOOLS FOR PROMOTION

Promote lead magnets in-store and online.

Linktree, Canva, Later, Meta Business Suite

MASTERING THE THREE *D's* FOR A THRIVING BUSINESS

JUDY CONNOR

JCONNOR@STILLGOODE.COM

STILLGOODE HOME CONSIGNMENTS
5200 LOUETTA RD, SPRING, TX 77379
WWW.STILLGOODE.COM



Resale... Racing to Success
NARTS 38th ANNUAL CONFERENCE
June 27-29, 2025 • Indianapolis, IN

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THE TOP 3 BEST SELLING CATEGORIES

the plan

#1

#2

#3

THE TOP 3 WORST SELLING CATEGORIES

the plan

#1

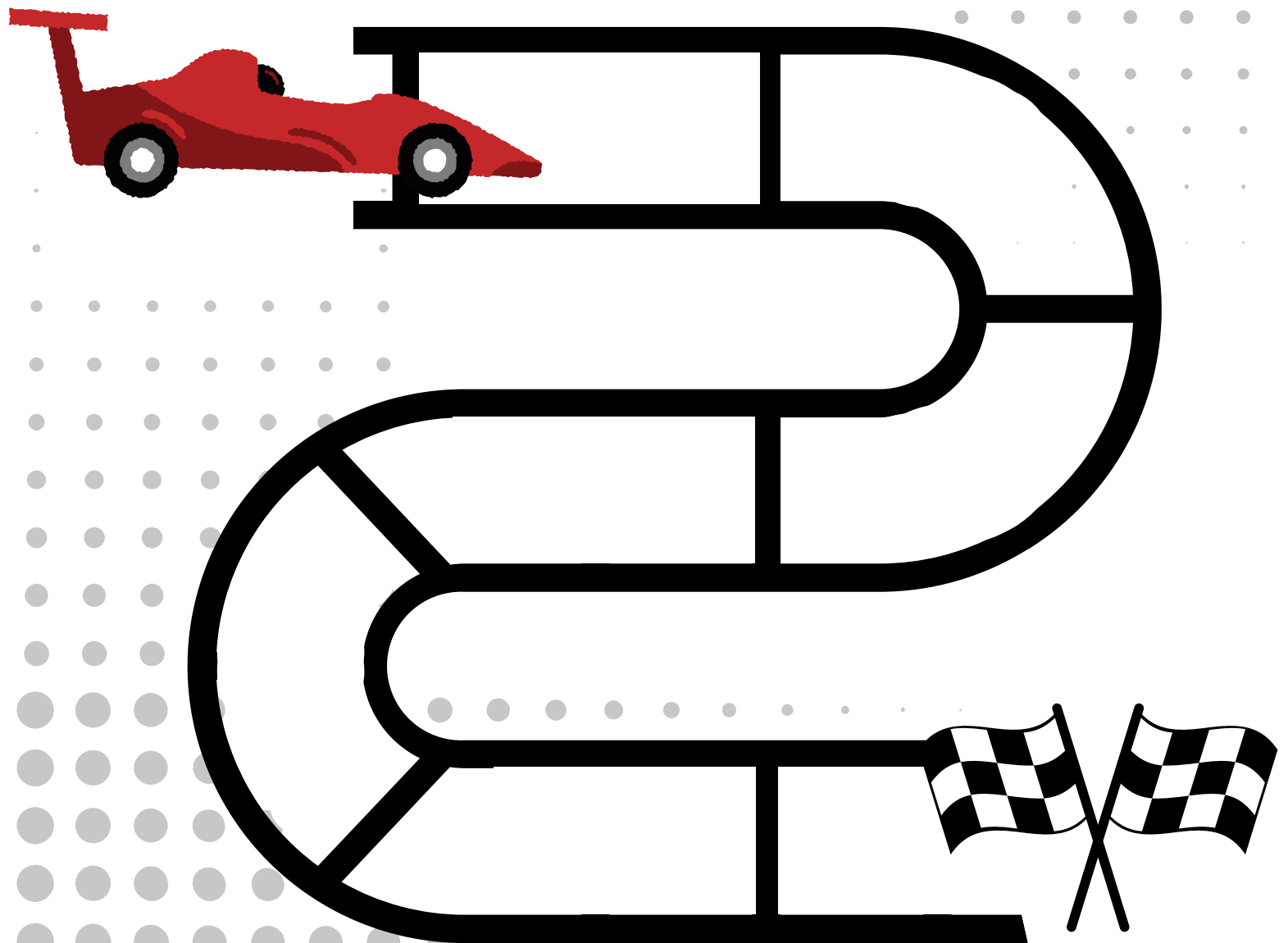
#2

#3

YOUR ROADMAP

ACTION PLAN

THE FREEDOM ROADMAP



MY

GOALS

**THE FIRST THING
I WILL TACKLE IS...**

PROFIT GOAL

PERSONAL TIME GOAL

TEAM GOAL

PROCESS GOAL

EXIT OR FREEDOM GOAL

NOTES

SMALL STEPS. SIMPLE SYSTEMS. REAL FREEDOM.

NOTES

☐ THE PLAN

☐ THE PEOPLE

☐ THE PROCESS

☐ THE FREEDOM ROADMAP

☐ MY PERSONAL ACTION PLAN & GOALS

FOLLOW US ON *Social Media*



STILLGOODE CONSIGNMENTS



STILLGOODE AUCTIONS



STILLGOODE REALTY TEAM



STILLGOODE HOME STAGING



Resale... Racing to Success
NARTS 38th ANNUAL CONFERENCE
June 27-29, 2025 • Indianapolis, IN

Resale Accounting Tools



Presented by

Jody Czako

Owner, My Cousin's Cottage
Westerville, OH

614-270-0272

mccwesterville@gmail.com

www.mycousinscottage.com

Accounting Elements

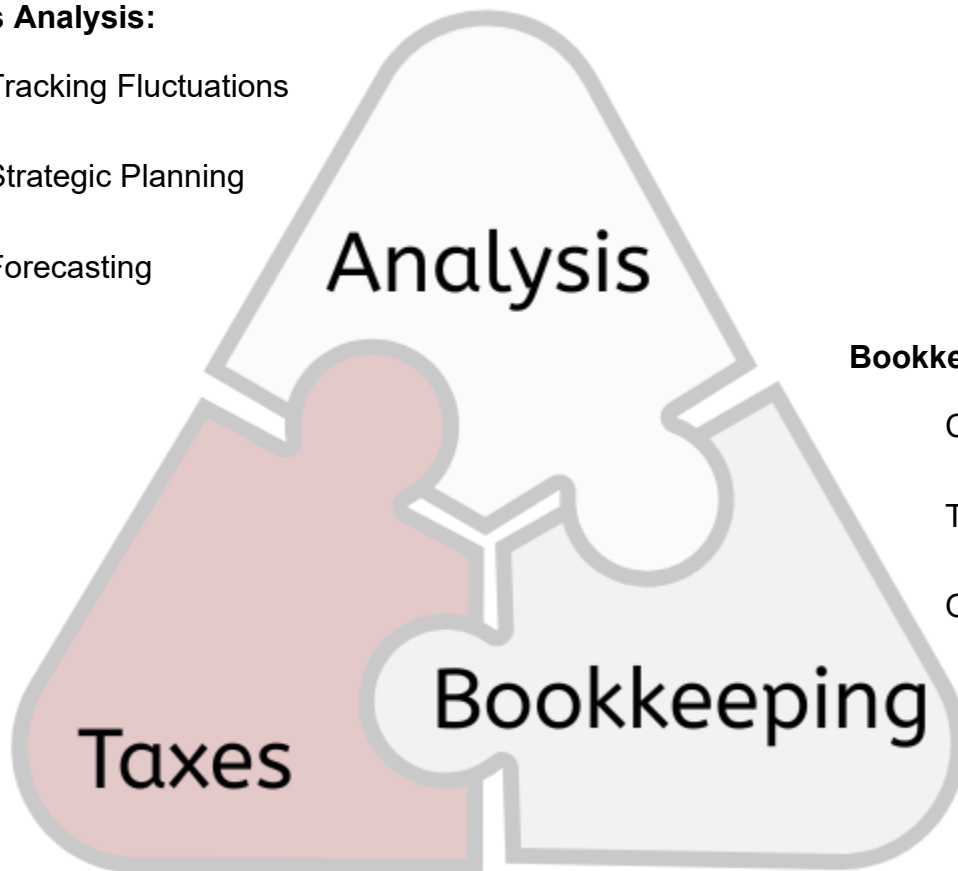
Consistency and application are the keys to proper accounting. When properly documented, the results can give you guidance and direction for business planning.

Results Analysis:

Tracking Fluctuations

Strategic Planning

Forecasting



Bookkeeping:

Capturing Daily Receipts

Tracking Sales Activity

Organizing Records

Tax Planning and Filing:

Road Map for Your Accountant to Follow

Records Retention

Estimated Payments

Logging Mileage

Bookkeeping

Organization is your superpower! For every method you use to track your various income and expenses, make sure you are consistent within that category. Consider blocking off calendar time each month to work on bookkeeping without interruption.



Be clear on your accounting method:

- **Cash** or Modified Cash (less effective) OR **Accrual** or Modified Accrual (most common)
- **Single Entry** (simplified) OR **Double Entry** (most software programs)

Source of records:

- POS system for sales, cost of goods sold, payments issued, promotions and discounts
- Paper receipts for incidental purchases from local stores, meals and food, utilities
- Files saved to a computer for online purchases, automated payments, and payroll taxes
- Paper copies of bank deposits, print ads and marketing, flyers for in-store events
- Phone apps for receipt capture

Subledgers:

- Detail list of deposits and prepaid expenses
- List of all assets held and related depreciation
- POS or manual list of all outstanding Gift Cards and Gift Certificates

Payment Checklists:

- Monthly utilities and recurring expenses
- Payroll due to employees
- Payroll tax deposits and forms
- Sales tax payments

Separation of Business and Personal:

- Maintain separate bank accounts and credit cards - do not mingle
- Create a system to transfer monies that leaves a complete audit trail
- Keep separate accounts for non-related businesses

Analysis

Let's use all that data you have been recording! The main goal of reviewing your accounting results should be to identify trends, exceptions, and patterns that can help you plan future business activities. Determine how frequently you want to review data, and plot it out accordingly. Knowing your numbers can even help identify fraud and misconduct.



Basic Ratios to Track:

Calculation:

Ave # of Items per Sales Transaction	Total items sold + Total # of transactions
Ave \$ Amount per Sales Transaction	Gross sales + Total # of transactions
Payroll as a percentage of Gross Sales	(Payroll + Employer SS/Med expense)/Gross Sales
Inventory Turnover Percent	Gross Sales + Average Retail Value of Inventory
Days To Sell	Inventory Turnover Percent + # of Days in Period
Gross Profit Margin	(Gross Sales - COGS) ÷ Gross Sales

Statistics for planning and action:

Calculation:

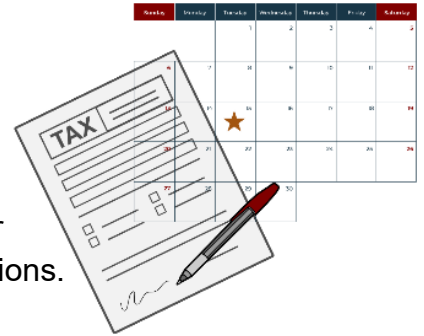
Donations as a percentage of Intake	Total donations at end of selling period + total intake at beginning of selling period
Event cost as a percentage of incremental sales	Cost of event + (sales during event minus sales during same time period in prior or average week)
Gross Sales per Square Foot	Gross Sales + Total Sq Foot of selling space
Average Daily Sales	Gross Sales + # of days in month
Payments by Payment Types	Cash Sales + Gross Sales Credit Card Sales + Gross Sales Consignor Credit + Gross Sales (combined to equal 100%)
Retail Conversion Rate ("Football Ratio")	# of Transactions or Sales + # of People entering store in a specified time period

Tracking key ratios over time:

- Create spreadsheets or paper logs to track your most relevant categories over time
- Compare results to prior year/same month as well as prior months
- Build data now for future use
- Share your tracking goals and questions with your bookkeeper, accountant or planner

Taxes

Taxes may be unavoidable, but proper preparation can help ease the discomfort. You have the responsibility as a taxpayer to report all sales and income related to your business. You also have the right to deduct all reasonable expenses that are ordinary and necessary in your line of work, and to adopt legal strategies that will lower your tax obligations.



Maintain a road map for your tax preparer:

- IRS Business Code for your business
- Form of business organization – sole proprietor LLC, partnership, S-Corp tax designation, etc.
- Consistent method of booking Cost of Goods Sold
- Consistent method of booking promotions and discounts
- 1099 guidance specific to the resale retail store industry (use NARTS as resource!)

Keep accurate records:

- Keep all sales records and expense receipts for a minimum of 3 years
- Provide prior year returns to a new preparer
- Maintain all records of payments to consignors
- Document method of tracking mileage
- Document Accountable Plan if filing as an S-Corp

Avoiding audits by the IRS and your state treasurer:

- Don't "wake up" the audit algorithm by changing methods of reporting from year to year
- Use tax software to review your results for errors and inconsistencies
- Properly record amounts for leases, utilities, merchant fees etc in 12 month increments
- Don't claim high expenses for categories inconsistent with your business type

Free Spreadsheet



Thank you for joining Resale Accounting Tools

I hope the session was valuable! Request your copy of the Excel spreadsheet used in the analysis and tax portions of our presentation today, and let me know if you have any questions. Fill out this page or email your request to mccwesterville@gmail.com.

– Jody

Name _____

Email _____

Your Accounting Software _____

Bonus (I'll Like & Follow)

Your Store Name _____

Questions?

Be sure to visit My Cousin's Cottage at
www.mycousinscottage.com



Concurrent Sessions 4:30 PM

Ignite Your Power

Colleen Lloyd-Roberts

Thriving with Marketing & Events

Cindy Husband

The People Factor: Navigating Employee Management

Sara Sundblad

Ask the Jeweler

Curt Welte

Ask the Jeweler



Presented by:
Curt Welte
Camilla's Closet
curtwelte@gmail.com

Gold Jewelry Markings

8 karat

8k
8kt
333
.333

9 karat

9k
9kt
375
.375

10 karat

10k
10kt
10kp (p stands for plumb, not plated)
417
.417

14 karat

14k
14kt
14kp (p stands for plumb, not plated)
585
.585

18 karat

18k
18kt
18kp (p stands for plumb, not plated)
750
.750

19 karat

19k
19kt
791
.791

21 karat

21k
21kt
875
.875

22 karat

22k
22kt
916
.916
917
.917

Silver Jewelry markings

Sterling
925
.925
.800 (coin silver 80% pure)
P4 (sterling equivalent, trace amounts of platinum, gold and palladium)
Platinaire (sterling equivalent, trace amount of platinum)
Coin (80% silver)
Coin Silver

* any marked German Silver, Brazil Silver or Nickle Silver is not Silver

Gold filled jewelry

1/10 10k
1/20 10k
1/10 14k
1/20 14k
10k G.F.
14k G.F.
18k G.F.

*any fraction will indicate gold filled, buy at the same rate as sterling silver

Gold Plated jewelry

10k HGE
14k HGE
18k HGE

*HGE stands for Heavy Gold Electroplate - only valuable by the pound for gold refining purposes.

Platinum Jewelry

Plat
Pt
90/10
Plat irid
900 plat
950 plat
Plat irid 90/10
850

Palladium Jewelry

Pall
Pd
950 Pall
950 Pd

The People Factor

Navigating Employee Management



Sara Sundblad
Owner, Stuff Etc Inc.
corporate@shopstuffetc.com

The People Factor

Navigating Employee Management

Attract quality applicants

- Where to advertise
- Effective ads

Interview - Hire - Organized Onboarding

- Call quickly for an interview
- Make a quick hiring decision
- Onboarding should be easy, effective & efficient

Employee Handbook

- Employment
- Compensation & Work Hours
- Policy & Procedure
- Benefits & Guidelines
- Employee Relations

Productivity Guidelines

- What needs accomplished each day
- How do you track productivity

Motivation

- Clear goals & feedback
- Offer flexibility
- Empower employees
- Foster a positive work environment
- Lead by example
- Recognize & reward achievements
- Provide growth opportunities

Discipline

- Stick to the facts
- Impact on the business
- Expectations moving forward
- Exact consequence
- Documentation

Goals - Rewards - Bonuses

- Realistic
- Measurable
- Communicate the reward/bonus up front
- Review often

IGNITE your POWER

“There is a powerful driving force inside every human being that, once unleashed, can *make any vision, dream or desire a reality.*”

- Tony Robbins



Colleen Lloyd-Roberts
Monkeys In Hats

Digital Marketing, Shopify Websites, Consulting,
& *Co-Creator of something EPIC coming soon!*

 Colleen@MonkeysInHats.com

 Consignment Marketing

 MonkeysInHats.com

In October of 2024, Richard (Colleen's husband & the CTO of Monkeys In Hats) had a life-changing breakthrough. While many awesome things happened as a result of this, one of those things lead to an invitation to join a private, elite Mastermind group lead by Tony Robbins & his best friend and business partner, Dean Graziosi.

At the time, I didn't really know who Dean was. I researched him and discovered he's one the most successful Marketers on the planet & a guy with a passion to help others!

This exclusive invitation came with an exclusive price tag. The offer to be mentored by top minds was an opportunity we didn't want to miss. While we we were eager to learn from Dean & Tony, we had no idea the real benefit would come from the other members of the group!

Over the past 8 months we've had the privilege of forming relationships & life long friendships with brilliant entrepreneurs from all over the world and whom like us, possess a passion for helping others.

Along with our fellow " Edge Mastermind" colleagues, we've been digging deep and uprooting our long forgotten BHAGs (big-hairy-ass-goals) that have been laying dormant for far too long.

We put that new business "giddy-up" energy back into our mature business and we're reaching goals at record paces.

And we're learning new things at rapid fire pace! From AI to Co-Marketing (waaay the heck better than mere referrals) to the world of Chatbots!

One more thing before I go:

Scan the QR Code for my entire Ignite Your Power presentation hand out ...

...and...

*We have something **HUGE & EPIC** that we will be **launching soon!***

*Scan the QR Code to get on the list for first dibs & the first peak of the **most EPIC thing to hit the Resale Industry!***



Thriving with Marketing & Events



Presented by:
Cindy Husband
MAM Resale Store & Boutique
Houston, TX
Chusband@mamhouston.org
mamhouston.org/mamresale

🛒 “This Isn’t Your Grandma’s Thrift!”

Creating Affordable Experiential Retail in Resale Stores

🕶️ The Face of Thrift Has Changed

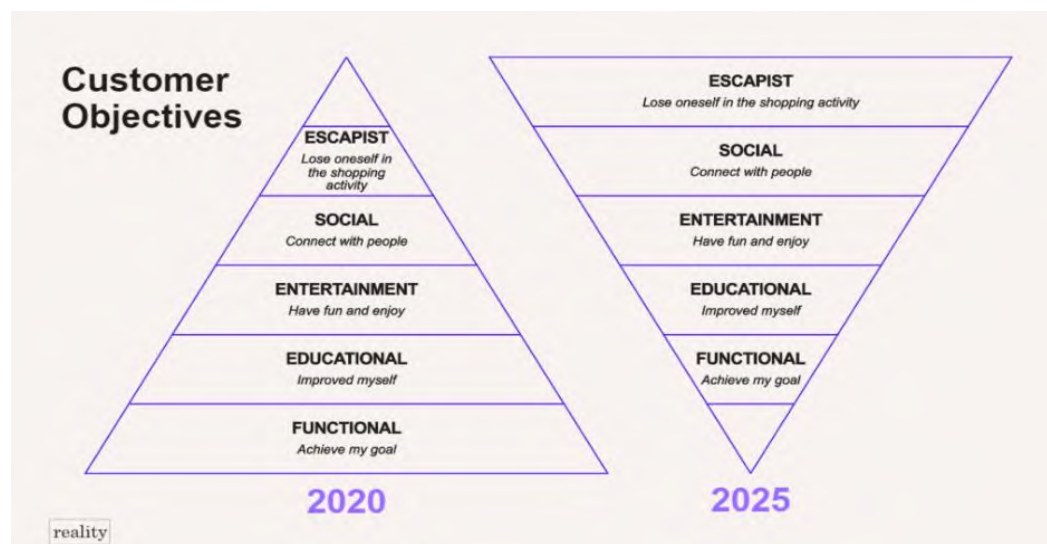
Once seen as places for cheap goods or a lucky vintage find, today’s thrift stores are destinations for:

- The **latest trends**
 - Unique **one-of-a-kind finds**
 - Environmentally responsible **sustainable shopping**
 - Purpose-driven missions, especially for **non-profit resale**
-

💡 How and Why Shoppers Shop Brick & Mortar Has Changed

According to Reality.com brick-and-mortar stores are no longer just places to buy products; they’ve transformed into dynamic environments that provide an immersive journey for customers. According to recent statistics, 32% of customers actively seek in-store experiential moments. Brands are crafting spaces that stimulate the senses, employing innovative technologies, interactive displays, and thematic designs to create captivating experiences. Think of pop-up installations, themed zones, or interactive displays that invite customers to explore and engage with the brand on a deeper level.

In the wake of the pandemic, a seismic shift has transformed the landscape of retail. With the boundaries between work, home, and leisure blurred, people found themselves predominantly living, working, and dining within their homes. Consequently, the allure of retail locations shifted from mere functional necessity to a desire for social connection and escapism. Customers sought more than just products; they craved novel, social, and educational experiences that transcended the routine of their home-bound lives. This fundamental change in consumer behavior spurred a reimagining of retail spaces to cater to these emerging social and experiential needs.



Why Experiential Retail?

According to **Specialized Retail Services**:

“Experiential retail is about creating an **emotional connection** and **enjoyable experience** for shoppers.”

From **Deloitte’s 2025 Retail Report**:

“**76%** of consumers who have fun while shopping are likely, very likely, or always recommend the brand to others.”

What Makes Experiential Retail Different?

Here are **6 ways** it differs from traditional retail:

1. Creates an **immersive and shareable** experience
2. Prioritizes **customer engagement** — not just sales
3. Helps **nurture communities**
4. Stimulates your customers’ **senses**
5. Uses **in-store events and services** to create value
6. Connects with **consumer needs** at an emotional level

Experiential Retail Has Borne a New Approach, and Even a New Term:

“**Retailtainment**”

As the new name suggests, “retailtainment” is all about fusing retail and entertainment to enhance the shopping experience.

What kind of retailtainment should you offer? That depends on your store and customers. Today I will be sharing some ways that have been very successful for our stores and have grown our customer base.

Tactics You Can Use Now — Affordably

Start Small But Impactful:

- Rearranging sections by theme or mood
- Create fun and interactive promotions
- Design **DIY-style events** that are interactive and fun

Affordable “Retailtainment” Ideas:

1. After-hours events

- ❖ Galentine’s- Wine glass DIY
- ❖ Local happenings- Rodeo- Hat Bar DIY
- ❖ Cinco De May- Fiesta- Loteria game night
- ❖ Seasonal/Summer- ladies night out/date night- Liquor bottles with fairy lights DIY
- ❖ Holidays- kids DIY

2. Seasonal pop-ups

- ❖ Church Markets
- ❖ Ladies’ groups
- ❖ Designer Markets
- ❖ School Fairs

3. Featured collections tied to current trends or holidays

- ❖ **INSPO**- Inspired by Celebrity/ICONS
- ❖ Themes
- ❖ Color Story

4. Promotional Ideas

- ❖ Seasonal Scratch offs
- ❖ In Store Scavenger hunt
- ❖ Claw Machine

5. Reciprocal marketing with local businesses

- ❖ Traveling SJP

Fill-in-the-Blank:

Name 2 examples of low-cost experiential activities you could host in your store:

1. _____
2. _____

Build a Sense of Community

Experiential retail isn't just about *shopping*, it's about *belonging*.

Use your store to:

- Host **donation drives**
- Support **local artists**
- Offer **volunteer opportunities**
- Partner with **community causes**

Fill-in-the-Blank:

Name 2 local businesses that you could do a reciprocal promotion with:

1. _____
 2. _____
-

Final Thoughts

- Stay curious — **keep learning**
- Involve your **team** and **community**
- Ask for **feedback**, then implement it
- Make **small changes consistently** — they add up!

As they say at Seattle's Pike Place Fish Market, "Work made fun gets done" so let's make the rest of 2025 fun for staff and customers and the best sales year yet.

Credits:

- Reality.com- "Customer Objectives" chart
- Deloitte 2025 Retail Report
- Specialized Retail Services: "Experiential Retail: What Is It and Why Does It Matter?"
- "FISH" by Steven Lundin - "*Work made fun gets done*"

Color Story

Here's a curated list of catchy two-word taglines for retail color stories, designed for use on signage for color-coded racks. These evoke emotion, energy, and style, and are grouped by color themes for easier use:

Red Tones

- **Fierce Red**
- **Crimson Crush**
- **Bold Berry**
- **Red Reign**
- **Scarlet Scene**

Orange & Coral

- **Tangerine Twist**
- **Sunkissed Spice**
- **Citrus Pop**
- **Amber Glow**
- **Pumpkin Punch**

Yellow Hues

- **Mellow Yellow**
- **Golden Hour**
- **Lemon Love**
- **Bright Buzz**
- **Sunbeam Style**

Green Tones

- **Fresh Mint**
- **Lush Life**
- **Olive Edge**

- Jade Dream
- Verdant Vibe

Blue Shades

- True Blue
- Cool Current
- Ocean Mood
- Denim Daze
- Sky High

Purple & Lilac

- Violet Vibe
- Plum Perfect
- Lavender Luxe
- Grape Escape
- Lilac Light

Neutrals & Black/White

- Charcoal Chic
- Ivory Glow
- Mono Mood
- Cream Dream
- Jet Set

Multicolor / Seasonal

- Color Crush
- Hue Haven
- Paint Play
- Palette Pop
- Tone Trek



Summer Fashion Collection Names

1. **Pretty in Pink** – Blush-toned styles, girly and glam.
 2. **Flirty Florals** – All things flowery, fun, and feminine.
 3. **Sun-Kissed Style** – Warm tones, golden hues, breezy fabrics.
 4. **Tropic Like It's Hot** – Bold prints, beachy looks, vibrant colors.
 5. **Short & Sweet** – Summery shorts, skirts, and flirty dresses.
 6. **Seaside Chic** – Nautical-inspired stripes, whites, and cool blues.
 7. **Boho Breeze** – Crochet, fringe, wide-leg pants, and summer layers.
 8. **Poolside Pop** – Bright colors, retro swimwear, and cover-ups.
 9. **Summer Crush** – Romantic dresses and date-night looks.
 10. **Thrifted Sunshine** – Affordable finds that scream summer fun.
-



Fall Fashion Collection Names

1. **Pumpkin & Plaid** – Cozy, classic fall layers.
 2. **Crisp & Cozy** – Sweaters, scarves, and layering pieces.
 3. **Autumn Affair** – Date-night fall fashion and deep hues.
 4. **Falling for Flannel** – Flannel shirts, boots, and denim.
 5. **Harvest Hues** – Burnt orange, mustard, olive, and brown.
 6. **Cozy Chic** – Polished comfort: knitwear, leggings, and boots.
 7. **Sweater Weather** – Everything soft, warm, and oversized.
 8. **Golden Hour Glow** – Warm tones and soft textures.
 9. **Layer Love** – Jackets, cardis, scarves — all the fall layers!
 10. **Retro Fall Feels** – 70s vibes with corduroy, wool, and prints.
-



Winter Fashion Collection Names

1. **Frosted & Fabulous** – Sparkly, cozy, holiday-ready glam.
 2. **Snow Daze** – Winter whites, puffers, and chill-day looks.
 3. **Velvet Nights** – Luxe textures for evening and events.
 4. **Cozy Cabin** – Lumberjack plaid, sherpa, and winter layers.
 5. **Chic & Sleek** – Black, metallics, and streamlined winter style.
 6. **Tinsel & Tweed** – Holiday-ready glitz mixed with classic winter pieces.
 7. **Warm Wishes** – Feel-good, giftable, and cozy finds.
 8. **Layered Luxe** – Styled-up winter layering with texture and depth.
 9. **Bundle Up Boutique** – Coats, scarves, hats – all bundled and beautiful.
 10. **Thriftmas Magic** – Holiday sparkle and winter treasures.
-



Summer Collection Calendar (June – August)

June

- **Pretty in Pink** – Feminine blush tones, lace, and soft summer styles
- **Short & Sweet** – Feature shorts, skirts, and breezy dresses

July

- **Flirty Florals** – Romantic floral prints for outfits and accessories
- **Tropic Like It's Hot** – Bold prints, tropical vibes, vacation styles

August

- **Boho Breeze** – Relaxed, bohemian styles with fringe, crochet, and wide-legs
 - **Sun-Kissed Style** – Earthy tones, gold accessories, and summer glow looks
 - *(Back to School Tease)* – Begin intro of lightweight fall preview
-



Fall Collection Calendar (September – November)

September

- **Pumpkin & Plaid** – Fall classics: flannel, denim, and warm tones
- **Harvest Hues** – Burnt oranges, mustard, olive, and rustic color palettes

October

- **Falling for Flannel** – Focus on flannel shirts, jackets, and layered looks
- **Retro Fall Feels** – 70s-inspired textures: corduroy, wool, and knits

November

- **Crisp & Cozy** – Comfy sweaters, scarves, boots — perfect for Thanksgiving
 - **Autumn Affair** – Dressy fall looks for dinner parties and fall weddings
-



Winter Collection Calendar (December – February)

December

- **Tinsel & Tweed** – Holiday sparkle mixed with polished winter textures
- **Thriftmas Magic** – Giftable items, unique finds, and winter sparkle displays

January

- **Snow Daze** – Winter whites, puffers, fleece-lined fashion
- **Warm Wishes** – Cozy basics for staying snug and stylish after the holidays

February

- **Velvet Nights** – Luxe looks for Valentine's Day: velvet, lace, rich jewel tones
 - **Chic & Sleek** – Black, silver, metallics, and refined winter fashion
-



Optional Add-Ons:

- Include **event days** like “Girls’ Night,” “Style Swap Saturdays,” or “DIY Craft Corners” that match each theme.
- Layer in **social media content**: Try-on videos, outfit of the week, color story reels.
- Use seasonal props for **in-store displays** to enhance each theme: dried florals for fall, fairy lights for winter, beach balls for summer, etc.

Designing an Experiential Event

Event Name: _____

Theme: _____

Target Audience: _____

Purpose of Event: (e.g., drive traffic, loyalty, sales)

→ _____

Experiential Elements to Include:

- ☒ Sensory (smell, sound, touch): _____
- ☒ Shareable moment/selfie wall: _____
- ☒ Pop culture tie-in (optional): _____
- ☒ Interactive activity: _____

Marketing Strategy:

- Social Media: _____
- In-store Signage: _____
- Email/Text Invites: _____
- Bag stuffers: _____
- Fliers for local collaborations: _____

Post-Event Evaluation Date: _____

EVENT CHECKLIST: Planning & Execution

Planning Stage

- Choose a theme and name
- Determine event date/time
- Outline goals and outcomes
- Confirm budget/resources

Setup and Experience

- Decor/Selfie Spot Ready
- Product Displays Curated
- Staff Trained for Engagement
- Music/Scent/Food Elements Ready

Promotion






- Social Media Campaign Scheduled
- In-Store Flyers Posted
- Reminder Emails/Text Sent

After the Event

- Debrief with Team
 - Collect Feedback from Attendees
 - Track Sales/Engagement Data
 - Plan Follow-Up with New Customers
-



Time-Saving Apps to Simplify Execution

App	Purpose	Free Plan?
Canva	Design flyers & posts	
Mailchimp	Email marketing	
Later / Buffer	Schedule social media posts	
Eventbrite	Promote free events online	
Loopy Loyalty	Digital punch card system	
Google Forms	RSVP collection / Feedback forms	