



# THE "VIRTUAL" WAY

**DISCLAIMER:** To sell lemonade or any product virtually, you will need help from a mentor or adult to create a website or ecommerce store. You will also need an adult to accept digital payment on your behalf through any of the suggested payment platforms.



**WHAT IS IT?** - A purely virtual Lemonade stand. As an entrepreneur, you will be selling your lemonade recipe on your very own website! Customers can come to your website and read about you as a business owner and entrepreneur. They can also learn about your virtual lemonade stand and your profit goals. They will purchase a virtual sip via digital payment to receive your recipe via email. 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!

**STEP 1:** Decide which website platform you want to use

- There are many free platforms available that will allow you to make your own website. We've included 3 of our favorite options for you below.
  - [Webnode](#)
  - [Wix](#)
  - [Weebly](#)
  - **NOTE:** If you need additional options or want to find out more information about these platforms to help you make a decision, check out [this article](#).

**STEP 2:** Set up your website

- Most of the free website platforms require little information to get started. All you need to do is create an account and a name for your site.

- After that, you can begin designing your website.
  - Here's an example of a site that we created on Webnode to give you an idea of what your site could look like and what text and elements you could add [lemmys-special-lemonade.webnode.com/](https://lemmys-special-lemonade.webnode.com/)
  - Also, be sure to check out the [Lemonade Day My Way - Website Text and Elements](#) document for additional information.

**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:** Publish your site and get the word out!

- Make sure that friends, family and neighbors know about your virtual lemonade stand!
- Consider using social media to spread the word.
- You might also consider creating a [flyer](#) that you can send via email or mail or you can even put them around your neighborhood.
- When you advertise be sure to include
  - Your website URL
  - Dates when your site will be available
  - Information about your product and what customers will receive by purchasing from you

**STEP 5:** Fulfill your orders!

- As customers purchase their virtual sips, you will want to immediately follow up with a [thank you 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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