



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 lemmy-s-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! <https://lemonadeday.org/houston/business-results>
 - 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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