



WEBSITE SUGGESTED TEXT AND ELEMENTS

If you have decided to do a virtual stand for Lemonade Day My Way, here are some examples of text and elements that you might consider including on your website, ecommerce store or within your social media posts.

We've also created a sample website to show you how all of this could be incorporated lemmys-special-lemonade.webnode.com/.

NOTE: If you need more information on how to get started with your virtual stand, check out the Lemonade Day My Way outline called [The "Virtual" Way](#).

TEXT AND ELEMENTS TO INCLUDE ON YOUR WEBSITE OR ECOMMERCE STORE

- **Name of stand or lemonade**

LEMMY'S SPECIAL LEMONADE

WELCOME TO
MY VIRTUAL
LEMONADE
STAND

Hope you're thirsty! How about a virtual sip or two of my delicious, refreshing lemonade? Learn more about my business and purchase your virtual sip below.



- **EXAMPLE TEXT:** Lemmy's Special Lemonade

- **Welcome note** - Add a special note to welcome visitors to your virtual lemonade stand

WELCOME TO MY VIRTUAL LEMONADE STAND

Hope you're thirsty! How about a virtual sip or two of my delicious, refreshing lemonade? Learn more about my business and purchase your virtual sip below.

- **EXAMPLE TEXT:** Welcome to my virtual lemonade stand! Hope you're thirsty! How about a virtual sip or two of my delicious, refreshing lemonade? Learn more about my business and purchase your virtual sip below.
- **Introduce yourself** - Tell your customers a little bit about you and why you're participating in Lemonade Day My Way. Add details about why you decided to do a virtual stand. You might even want to include a picture or video of yourself!



- **EXAMPLE TEXT:** Hi I'm [INSERT NAME] - I'm an entrepreneur and I'm participating in Lemonade Day My Way! Thanks for visiting my virtual lemonade stand. I learned that by participating in Lemonade Day, I can be a business owner and make my own money. While I unfortunately can't offer you a glass of lemonade in person, by purchasing a virtual sip from me, you'll receive my super special lemonade recipe!

- **Include your goals** - Customers like to know what you're working to achieve. Add in your spend, save and share goals. You might even consider adding pictures of your goals.

I HAVE BIG GOALS!

I've started a virtual lemonade stand business because I have some goals that I've set for myself and I'm working hard to achieve them. With the profit I make, I would like to spend some, save some and share some.



SPEND

With the profit from my business, I'd like to spend some money on a new bike!



SAVE

I would like to save some of my profit to reinvest in my next business!



SHARE

I would also like to share some of my profit with the local food bank in my community that has been providing meals to kids like me.

- **EXAMPLE TEXT:** I HAVE BIG GOALS! - I've started a virtual lemonade stand business because I have some goals that I've set for myself and I'm working hard to achieve them. With the profit I make, I would like to spend some, save some and share some.
 - I would like to spend some of my profit on [INSERT SPEND GOAL]
 - I would like to save some of my profit for [INSERT SAVE GOAL]
 - I would like to share some of my profit with [INSERT SHARE GOAL]
- **What about your lemonade?** - What makes your lemonade unique? Why do customers want to buy it? Add some details about what makes your lemonade and your virtual lemonade special.

ABOUT MY LEMONADE

My lemonade is very special and unique, unlike any lemonade you've ever tasted! I worked hard to create a recipe that would stand out from all other lemonades. I also have a top secret ingredient! When you buy a virtual sip from me, I'll share my recipe with you so you can be in on the secret and enjoy a nice refreshing glass of lemonade.

- **EXAMPLE TEXT:** My lemonade is very special and unique, unlike any lemonade you've ever tasted! I worked hard to create a recipe that would stand out from all other lemonades. I also have a top secret ingredient! When you buy a virtual sip from me, I'll share my recipe with you so you can be in on the secret and enjoy a nice refreshing glass of lemonade.
- **Now for the important part! How do they buy it?** - Include steps and instructions for how a customer can purchase a virtual sip of your lemonade. Be sure to add the digital payment options (i.e. Paypal, Venmo, Stripe, Square, Apple Pay, etc.)

FOLLOW THE STEPS BELOW TO
PURCHASE YOUR VIRTUAL SIP

		
CHOOSE YOUR VIRTUAL SIP	SEND YOUR DIGITAL PAYMENT	GET YOUR RECIPE AND ENJOY YOUR LEMONADE
See price list below of your options.	Payment will be accepted via Paypal (lemmy@lemondeday.org) or Venmo (@Lemmy).	Once your payment has been received I'll email you my super special recipe!

- **EXAMPLE TEXT:**
 - 1 - Choose your virtual sip
 - 2 - Send payment via [INSERT PAYMENT OPTIONS AND OTHER]
 - 3 - Receive your recipe from me via email and enjoy some lemonade
- **Include a menu** - Are you just offering one type of lemonade or do you have multiple products? Create a list of your products with prices for each! It might be a good idea to also include your accepted payment methods again and any other important payment instructions. You should also remind your customers of how they will be receiving your

recipe or product.

CHOOSE YOUR VIRTUAL SIP

Pick your sip below and I'll email you the special recipe. Follow the recipe to enjoy a nice refreshing glass of lemonade from the comfort of your home. CHEERS!

TINY SIP	\$1
Just enough to quench your thirst	
<hr/>	
FULL GLASS	\$2
Sit back, relax and enjoy a nice refreshing glass	
<hr/>	
PITCHER	\$3
Share it with friends and family	

To pay via Paypal please use the email lemmy@lemonadeday.org

To pay via Venmo please search for the recipient Lemmy @Lemmy

Once your payment has been received, you will get my special recipe via email!

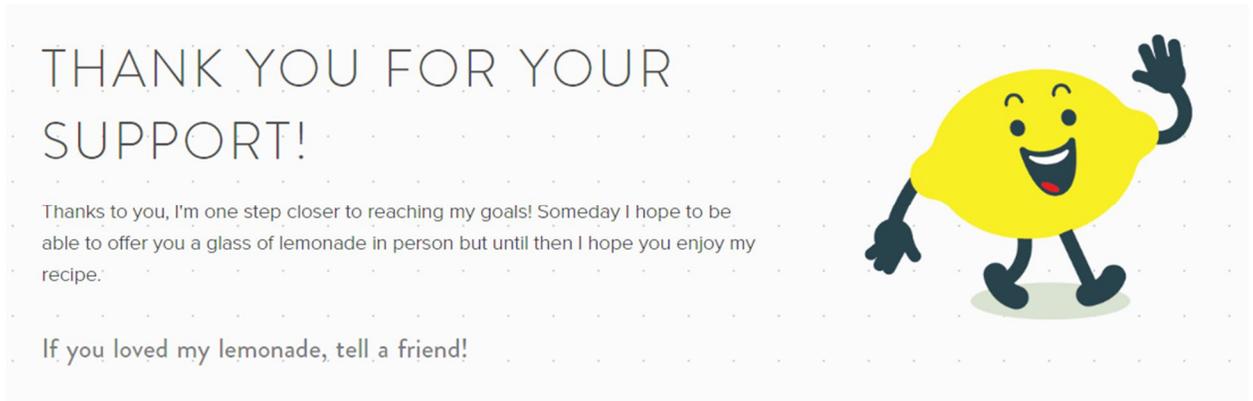
THANK YOU FOR SUPPORTING MY BUSINESS.

- **EXAMPLE TEXT:** CHOOSE YOUR VIRTUAL SIP - Pick your sip below and I'll email you the special recipe. Follow the recipe to enjoy a nice refreshing glass of lemonade from the comfort of your home. CHEERS!

■ **EXAMPLE MENU:**

- TINY SIP - Just enough to quench your thirst - \$1.00
- FULL GLASS - Sit back, relax and enjoy a nice refreshing glass - \$2.00
- PITCHER - Share it with friends and family - \$3.00

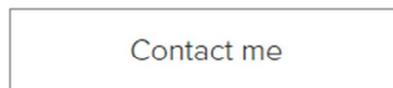
- **EXTRA THANKS** - Thank your customers for their support! You might also want to encourage customers to tell their friends.



- **EXAMPLE TEXT:** THANK YOU FOR YOUR SUPPORT! - Thanks to you, I'm one step closer to reaching my goals! Someday I hope to be able to offer you a glass of lemonade in person but until then I hope you enjoy my recipe. If you loved my lemonade, tell a friend!
- **Last but not least, include your contact information or links to follow you on social media** - If a customer has a question, it might be a good idea to let them know how they can reach you. Also, if you're promoting your business on social media, ask your customers to like and follow you.

HAVE QUESTIONS?

I'll be happy to answer!



.DON'T FORGET TO LIKE AND FOLLOW ME ON SOCIAL MEDIA!



- **EXAMPLE TEXT:**
 - HAVE QUESTIONS? I'll be happy to answer! [INSERT CONTACT INFORMATION]

■ DON'T FORGET TO LIKE AND FOLLOW ME ON SOCIAL MEDIA! [INSERT SOCIAL MEDIA URLS OR LINKS]