

BizBlitz

HOW-TO GUIDE



A STEP-BY-STEP GUIDE FOR HOSTING A BIZ-BLITZ EVENT

Biz Blitz: Get Listed. Get Seen. Get Connected

Designed for Community Connectors | WU 24/7 Accelerator





What is a **BIZ-BLITZ**?

A BizBlitz is a fast-paced, high-impact outreach event designed to help communities connect with local businesses, share the benefits of What'sUp 24/7, and get them signed up on the spot. The key to a successful BizBlitz is simplicity, energy, and clear coordination.

SUMMARY FLOW:



Meet & Refresh



Distribute Materials



Pair Up



60-Minute Street Blitz



Return & Share Wins



Follow-Up & Celebrate

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Where Should I HOST IT?

- Select a central place where you and your Champions can gather
- Make sure the space has room for a short huddle and a table for materials.

My Location: _____

Date & Time: _____



Pro tip: Early-morning coffee/donuts works great!

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Itinerary

WELCOME & REFRESHER

Kick off the Blitz with a brief orientation that includes:

- A quick reminder of What'sUp 24/7 and today's goal
- What to say when walking into a business
- How to help a business sign up (basic walkthrough)
- How to answer common questions

Hand out materials:

- Cue Cards (talking points, steps, benefits)
- QR Cards to leave behind if the owner isn't available or wants more info
- Street maps or zone assignments



This opening huddle should feel upbeat, simple, and confidence-building.

04

Itinerary

CHAMPIONS PAIR UP!



The BizBlitz works best in pairs:

- One person leads the conversation
- One supports, explains, and hands out leave behind
- Both encourage and celebrate wins



**Assign Each Pair A Zone Or Street Cluster
So Coverage Is Clean And Organized.**

05

Itinerary

THE 60 MIN. BLITZ

Champions head out into the community for one focused hour to:



- Visit each business in their assigned zone
- Introduce What'sUp 24/7
- Invite the business to get visible
- Help them sign up on the spot if they're ready
- Leave a QR card behind when needed



The tone is friendly, positive, and energetic — not salesy, just connecting.

06

Itinerary

RETURN & SHARE WINS!

- **Everyone meets back at the original location to:**
 - Celebrate completed sign-ups
 - Share conversations, questions, and success stories
 - Log any follow-ups needed
 - Capture takeaways for next time



This closing huddle reinforces community pride and gives Champions a sense of momentum and accomplishment.

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FOLLOW UP

After the Event:



Send a Blitz & Brag Email



Encourage champions to continue signing up businesses and organizations



Help them identify their own circles of influence



This helps build long-term visibility and keeps momentum strong.