

RCCG LIGHTHOUSE ASSEMBLY

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ENTREPRENEURSHIP SUNDAY

DISPLAY INSPIRATION

Creative ideas to help you build a stand people
will remember

Your stand does not need to be expensive. It does not need to contain everything
about your business. It simply needs to give people a reason to:

STOP → UNDERSTAND → EXPERIENCE → CONNECT

The goal is to create a stand that makes someone think:

“What is this? I want to check it out.”

FIRST: PICK YOUR STAND STYLE

Not sure where to start?

I SELL A PHYSICAL PRODUCT Try: The Try-It Stand The Freebie Magnet The Live Demonstration	I PROVIDE A SERVICE Try: The Solve-My-Problem Stand The Before & After Stand The Free Consultation	I HAVE A DIGITAL PRODUCT OR APP Try: The Challenge Stand The Live Demo Stand The Try-It Stand
I AM STILL BUILDING MY BUSINESS OR IDEA Try: The Build-With-Me Stand	MY WORK IS VERY VISUAL Try: The Before & After Stand	I HAVE NO IDEA WHAT TO DO Start with: One message, one visual, one experience, one next step.

ONE
MESSAGE

ONE
VISUAL

ONE
EXPERIENCE

ONE
NEXT STEP

That is enough.

1. THE “TRY IT” STAND

Don't just tell people about your business.

LET THEM EXPERIENCE IT.

THIS WORKS ESPECIALLY WELL FOR:

Food

Beauty

Products

Apps

Technology

Photography

Creative businesses

EXAMPLES

BAKER

Instead of only displaying cakes:

TRY OUR SIGNATURE CUPCAKE

Offer a small sample. Then show:

Menu

Photos

Pricing

Order QR code

SKINCARE BUSINESS

TRY IT ON YOUR HAND

Provide tester products, a mirror and product information.

Finish with:

SCAN TO ORDER

APP / TECHNOLOGY BUSINESS

TRY IT IN 60 SECONDS

Have the app or website already open on a tablet or laptop.

Let visitors actually use it.

PHOTOGRAPHER

GET A FREE QUICK PORTRAIT

Take a simple photograph.

Let the visitor scan a QR code to receive it or view your portfolio.

THE FORMULA

**COME
TRY THIS**



**EXPERIENCE
IT**



**BUY • BOOK •
SCAN • FOLLOW**

2. THE “SOLVE MY PROBLEM” STAND

This works extremely well for service businesses.

Instead of making your business name the biggest thing on your board, make the **customer's problem** the biggest thing.

WEAK

ABC Accounting
Services

STRONG

ARE YOUR BUSINESS BOOKS A MESS?

Get a free 5-minute business finance check.

WEAK

XYZ Realty

STRONG

THINKING ABOUT BUYING YOUR FIRST HOME?

Ask me what you need to get started.

WEAK

Home Renovation
Services

STRONG

PLANNING A HOME RENOVATION?

Show me a picture of your space. Let's talk about where to start.

WEAK

Career Consulting

STRONG

BRING ME YOUR RESUME.

I'll give you one thing you can improve today.

THINK:

WHAT PROBLEM DOES MY CUSTOMER ALREADY KNOW THEY HAVE?

Put **that** on your board.

3. THE BEFORE & AFTER STAND

Sometimes the best way to explain your business is simply to show the transformation.

THIS WORKS WELL FOR:

Construction	Renovation	Interior design	Cleaning
Photography	Hair	Beauty	Landscaping
Web design	Graphic design	Auto detailing	Fitness

Make this the center of your display:

BEFORE → AFTER

Show two to four of your strongest transformations.

EXAMPLE: CONTRACTOR LEFT: Old kitchen RIGHT: Completed kitchen Then underneath: THINKING ABOUT RENOVATING? Show me your space.	EXAMPLE: WEB DESIGNER BEFORE: Old website AFTER: Redesigned website Then: DOES YOUR WEBSITE NEED THIS? Scan for a free website review.
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The visitor should be able to understand the value you create **without you saying a word.**

4. THE “CAN YOU DO THIS?” CHALLENGE

Turn your stand into a small activity.

People naturally become curious when they see other people participating.

TECHNOLOGY CAN OUR AI ANSWER YOUR QUESTION IN 30 SECONDS? Let visitors try.	REAL ESTATE GUESS THE PRICE OF THIS HOUSE Show a property photograph. Let people choose. Reveal the answer.
FOOD CAN YOU GUESS THE SECRET INGREDIENT? Offer a small sample.	DESIGNER WHICH DESIGN WOULD YOU CHOOSE? A or B? Let visitors vote with stickers.
FINANCE CAN YOU ANSWER THESE 3 MONEY QUESTIONS? Give visitors a quick score afterward.	A small prize, sweet, discount or giveaway can make the challenge even more fun.

5. THE FREEBIE MAGNET

Freebies are encouraged.
But the strongest freebies are connected to your business.

Instead of simply placing sweets on the table, give people something that helps them remember what you do.

ACCOUNTANT	Free small business tax checklist
REALTOR	Free first-time homebuyer checklist
PHOTOGRAPHER	Free digital portrait
FOOD BUSINESS	Free tasting sample
CAREER COACH	Free resume checklist
CONTRACTOR	Free home maintenance checklist
TECHNOLOGY BUSINESS	Free trial

Put a clear sign:

TAKE ONE — IT'S FREE

Freebies do not have to be expensive.
The purpose is to create a reason to:
STOP. TALK. REMEMBER.

6. THE LIVE DEMONSTRATION

Sometimes the most interesting display is simply:

DOING WHAT YOU DO.

EXAMPLES:

A baker decorates something.	A photographer takes portraits.
A makeup artist demonstrates a technique.	A designer redesigns something live.
A developer demonstrates an app.	A contractor shows materials or tools.
A financial professional performs a quick calculation.	A craft business creates something.
A tutor teaches a two-minute concept.	A stylist demonstrates a technique.

ASK YOURSELF:

WHAT PART OF MY BUSINESS COULD I DEMONSTRATE IN 2–5 MINUTES?

That could become the centerpiece of your stand.

7. THE “BUILD WITH ME” STAND

PERFECT FOR:

Startups

New products

Early-stage businesses

New apps

Business ideas

Prototypes

You do not need to pretend your business is finished. Instead say:

**I'M BUILDING THIS.
HELP ME MAKE IT
BETTER.**

SHOW VISITORS:

Prototype

Mockup

Website

App screens

Product idea

Packaging choices

Logo options

Early version

THEN ASK:

WOULD YOU USE THIS?

WHICH VERSION DO YOU PREFER?

WHAT WOULD YOU CHANGE?

WHAT WOULD YOU EXPECT TO PAY?

WHAT FEATURE WOULD YOU WANT?

EXAMPLE

WHICH PACKAGING SHOULD WE LAUNCH?



Give visitors stickers and let them vote.

Now your stand isn't just displaying your idea.

You're getting **real**
customer feedback.

WEAK VS. STRONG

Sometimes a small change in wording can completely change a stand.

WEAK

ABC Tax Services

STRONG

**ARE YOU PAYING MORE TAX THAN YOU
NEED TO?**

WEAK

Mary's Cakes

STRONG

TRY OUR BEST-SELLING CAKE

WEAK

John's Photography

STRONG

GET A FREE QUICK PORTRAIT TODAY

WEAK

Home Construction
Services

STRONG

**HAVE LAND?
LET'S TALK ABOUT WHAT YOU CAN BUILD.**

WEAK

Career Coaching

STRONG

**SHOW ME YOUR RESUME.
I'LL GIVE YOU ONE THING TO IMPROVE.**

Your company name tells people **who
you are.**

A strong headline tells them **why they
should stop.**

STEAL THESE HEADLINES

Use these as inspiration.

TRY IT FREE	TASTE THIS
CAN YOU GUESS THE PRICE?	WOULD YOU USE THIS?
SEE THE BEFORE & AFTER	SHOW ME YOUR RESUME
ASK ME ABOUT BUYING YOUR FIRST HOME	TRY OUR PRODUCT
GET A FREE 5-MINUTE CONSULTATION	SCAN TO WIN
HELP US CHOOSE	SHOW ME A PHOTO OF YOUR SPACE
LET'S TEST YOUR IDEA	BOOK TODAY & GET A SPECIAL OFFER
ASK ME ANYTHING	TRY IT IN 60 SECONDS

THINK BEYOND A FLAT TABLE

Your display can have height, movement and personality.

CONSIDER USING:

Boxes to create different levels	Small shelves	Frames
Product stands	Fabric	Plants
Lighting	Printed photographs	Packaging
Tablets	Screens	Props
Samples	Physical products	Signs

BUT REMEMBER:

MORE IS NOT ALWAYS BETTER.

A few strong elements often look better than a crowded stand.

THE SIMPLEST GREAT STAND

Feeling overwhelmed?

Do this:

ONE STRONG MESSAGE

What is the one thing you want people to remember?

ONE MEMORABLE VISUAL

What will catch their attention?

ONE EXPERIENCE

What can they:

Try?	Taste?	Touch?	Watch?
Answer?	Vote on?	Receive?	

ONE CLEAR NEXT STEP

What should they do?

Buy	Book	Order	Scan	Follow
Call	Request a quote	Join a list		

That's enough.

THE ENTREPRENEURSHIP SUNDAY WOW TEST

Before you finish your stand, look at it as if you were a visitor.

Ask yourself:

WOULD I STOP IF THIS WASN'T MY BUSINESS?	CAN I UNDERSTAND WHAT THEY DO IN 5 SECONDS?
IS THERE SOMETHING I WANT TO TRY, TOUCH, TASTE, WATCH OR RECEIVE?	WILL I REMEMBER THIS BUSINESS TOMORROW?
DO I KNOW EXACTLY WHAT TO DO NEXT?	If the answer is NO to any of these, improve that part.

THE 6-FOOT / 5-SECOND TEST

Stand about six feet away from your display. Look at it for five seconds. Then look away.

Can you answer:

What is the business?

What do they offer?

Why should I stop?

What should I do next?

IF YES:

YOUR DISPLAY IS WORKING.

ONE FINAL RULE

DON'T BUILD A STAND THAT PEOPLE CAN UNDERSTAND ONLY AFTER YOU EXPLAIN IT.

BUILD A STAND THAT MAKES THEM WANT YOU TO EXPLAIN IT.

STOP → UNDERSTAND → EXPERIENCE → CONNECT

DON'T JUST DECORATE A TABLE.

CREATE A REASON TO STOP.

ENTREPRENEURSHIP SUNDAY

Showcase What You're Building.