



Tradeshow Networking Tool Kit

PLUS EXHIBITOR CHECKLIST



BY KATRINA SAWA
CEO OF JUMPSTART
YOUR MARKETING



Tradeshow Networking Tool Kit:

Maximize Your R.O.I. with Vendor Displays and Speaking Gigs In-Person...



and Virtually!



By Katrina Sawa, The JumpStart Your Biz Coach

CEO of JumpstartYourBusinessNow.com

WARNING: This eBook is for your personal use only.
You may **NOT** Give Away, Share or Resell This
Intellectual Property In Any Way

All Rights Reserved

Copyright © 2011-2020 – K. Sawa Marketing International Inc. All rights are reserved. You may not distribute this report in any way. You may not sell it, or reprint any part of it without written consent from the author, except for the inclusion of brief quotations in a review.

Disclaimer

The suggestions, information and resources in this report are made in a general nature and towards the benefit of small business owners and entrepreneurs. By no means are they representative of the exact steps YOU should take in order to increase YOUR business. Please take them as examples and samples and do your due diligence before implementing anything suggested.

The income statements, testimonials, and examples in this report are exceptional results, and are not intended to represent or guarantee that anyone will achieve the same or similar results. Each individual's success depends on his or her desire, dedication, marketing background, market place, product, service, effort and motivation to work and follow programs and advice. There is no guarantee you will duplicate the results stated here. You recognize any business endeavor has inherent risk for loss of capital.

Tradeshow Networking Tool Kit:

Maximize Your R.O.I. with Vendor Displays and Speaking Gigs In-Person and Virtually!

- Have you attended a tradeshow or biz expo and not gotten anything out of it – meaning you didn't get even one contact that developed into more business or more money?
- Have you displayed at a tradeshow or biz expo and when it was all over you had nothing to show for it but hundreds or thousands of dollars spent on marketing materials and your time?
- Do you need to set up tables in the back of the room for your speaking gigs?
- Do you need to start shifting to being a vendor or sponsor on VIRTUAL events now also due to covid-19?

Do you want to find out how to make more sales and contacts from tradeshows and biz expos whether you're a vendor, speaker or just an attendee?

Good, then you're in the right place...

My name is Katrina Sawa and I've been in sales and marketing positions for over 33 years. During those various positions, from corporate, to retail to advertising, to small biz to door-to-door sales I had to learn all kinds of sales and marketing techniques in

order to either build my list of contacts that I could market to after or make sales right there on the spot!

I've done probably over 150 different displays for my business alone in the last few years and I keep learning every time on what works and what doesn't. But for the most part I've managed to figure out how to pick the right shows for me, think up the right promotions, plan out a good follow up strategy and design an effective purpose and plan of action for the events themselves.

I have all this knowledge and expertise in this area and I wanted an easy way to share it with you so you wouldn't waste a bunch of your own time or money figuring it out the hard way like I see so many business owners doing when I go to shows.

Over the years, many of my clients wanted to consult with me just on how to set up their display at an event they were doing or what to offer for a drawing to get people to sign up on their email list at these events. Many of them wanted my opinions on which shows to spend money on and which ones would be a waste of their time. I still do this with clients but this is a way to get this information out to a lot more people who need it.

Does any of this sound like you?

Well, I've been a vendor in many different capacities throughout my career and I've mastered the #1 thing you have to do when working as a vendor or an attendee at any event

When hosting a booth at an event, your number one goal should be to build your database list. By collecting business cards and contact information, you add prospects to your sales funnel and can-and should- follow up with them on a regular basis. Some

of those people will be hot prospects which you want to follow up first with and others will be warm and cold. It's important to get the warm and colder contacts as well as the hot (unlike some other marketing coaches like to say) because when you nurture them and educate them over time, often times they become hot later on!

This eBook is designed for entrepreneurs, small business owners, independent contractors or direct sales reps and anyone who needs to build relationships and develop leads or referrals in order to promote and market themselves in order to increase their business and make more money!

In this eBook I cover the following information because it pertains in one way or another to this topic of tradeshows and networking:

- 1. A Note from Kat**
- 2. Are You Prepared for a Big Conference?**
- 3. How to Effectively Follow Up From a Big Conference**
- 4. How Do You Become a Master Networker (even if you dread networking)?**
- 5. 4 Keys to Becoming the Go-To-Gal of Your Industry or Organization**
- 6. My 13 Networking Secrets**
- 7. Basic System for Following Up with Prospects Quickly**
- 8. Automate Your Follow Up to Double or Triple Your Reach and R.O.I.**
- 9. Tradeshow Vendor Success Strategies**
- 10. Getting the Most Out of Attending Tradeshows**
- 11. How to Avoid Design Disasters When Creating Your Marketing Materials and Create a Memorable Handout or Flyer**

12. **Speaking at Events to Boost Your Biz** – including developing your speaker sheet, how to charge, preparing for a gig, getting gigs
13. **12 Keys to Maximize Your Selling**
14. **Options for Continued Learning and Implementing**
15. **Maximizing your exposure at virtual events too! (new content!)**

BONUS CONTENT:

- **Tradeshow Packing Checklist**
- **Holiday-Specific Networking Tips**
- **SAMPLES! Many of my own marketing handouts, flyers and table display signs for you to use as a guide in creating your own**

But First.... A Note from “Kat”

In your business, you are probably constantly redefining yourself, your services and your products in order to stay ahead of or at least keep up with your industry and competition; I know I am. If you don't bring fresh new ideas and material to your clients and contacts on an ongoing basis, then someone else will.

To stay at the forefront, you will want to spend a significant amount of your time working “on” your business, not just “in” it. That means, instead of always consulting with clients, you might lock yourself up with your computer and write up your ideas for services and products, figure out how to market them, get them on your website or decide how to offer them to your clients.

Many times I find clients find it hard to concentrate strictly “on” the business rather than “in” it since doing the work is what makes them the money; do you have that same problem?

It takes determination and fierce dedication and often prioritization to get it all done. I’ve always been the one who makes sure everyone else is ‘good’, others have what they need, etc. and my biggest hurdle is putting myself and my own needs first. It’s time to start putting your needs and desires first, don’t you think?

Whatever your business, whether it’s your own or you work for someone else; if you want to move ahead, get noticed, get more business or just be happier, I highly recommend that you dedicate a specific amount of time each week to working “on” your business which includes getting in front of more prospects at events as well as all the other online and offline marketing and follow up tasks you should be doing.

Brainstorm ideas with peers, friends, or other industry experts; develop them, test them out and then launch them!

This way, you will maximize your time and investment that you spend in your business.

Whether you’re currently doing tradeshows and networking or haven’t started doing them yet to market your business; I guarantee you’re missing some crucial aspects of it or you’re forgetting to do a few things that could be affecting your success.

Times have changed and networking is still however one of the least expensive, most effective forms of marketing that you can do because you’re connecting personally with your prospects, nothing can beat that.

Times have changed however and your marketing needs to change with it.

This is what you’re going to learn in this report and the audios included in this product.

I know you want to know more about this topic... But First... Who is “Kat” and Why Should You Listen to Her?



Katrina Sawa is known as the JumpStart Your Biz Coach because she literally kicks her clients and their businesses into high gear, online & offline, and fast. Katrina is the creator of the JumpStart Your Marketing® System, JumpStart Your Business System, Jumpstart Yourself as a Speaker System. She is an International Best-Selling Author with 11 books. Katrina’s first, hosted anthology book, *Jumpstart Your _____* was published in Fall of 2018 and now every year Kat gets to help 12-20 entrepreneurs become authors as a new volume of *Jumpstart Your _____* is published annually.

Katrina helps entrepreneurs make smarter marketing and business decisions in order to create the life and business of your dreams. She helps you create your big picture vision, plan and initial offerings if you’re just starting out. She helps you develop a more leveraged, efficient business and marketing plan if you’re more seasoned. Either way, she shows you all the steps, systems and marketing that need to be put in place in order to accomplish your big picture business, life and money goals. She does this via one-on-one coaching, her Live Big Mastermind, her Live Big Events, Webinars, Podcasts, and numerous Facebook groups she runs.

Katrina is the founder of the International Entrepreneur Network and CEO of the International Speaker Network. She won the National Collaborator of the Year Award by the Public Speakers Association of who’s conference which Katrina spoke for four years in a row. She is also a member of the Women’s Speaker Association, eWomenNetwork, Women’s Prosperity Network and a Diamond Member of Polka Dot Powerhouse. Kat speaks to groups and conferences of all sizes all over North America and the Internet.

One thing that makes Katrina different is that she also focuses on her clients’ personal lives. She found that most business owners lack enough self-confidence to truly enable them to get to their next level, or

take those leaps of faith they need to achieve their ultimate dreams. Katrina's goal is to inspire, motivate, and educate entrepreneurs on how to love themselves fully, live a bigger life, and leverage themselves to complete happiness.

Katrina has a degree in Business Administration, Marketing Concentration, from California State University Sacramento, and has been a featured business expert on three of her local television news channels throughout her career thus far.

Katrina lives in Northern California with her husband Jason, step-daughter Riley, and their German Shepherd, Willow.

You can find out all about Kat and her products, programs, services, and live events online at www.JumpstartYourBusinessNow.com or www.JumpstartPublishing.net.



Tradeshow Networking Tool Kit:

**Maximize Your R.O.I. with Vendor Displays and
Speaking Gigs In-Person and Virtually!**

By Katrina Sawa, The JumpStart Your Biz Coach

Hosting a display booth at trade shows, business expos, simple luncheon events where your target market is in attendance or at a place where you are speaking is a great opportunity to promote your business in a big way. If you do it right, you can increase your list of contacts quickly and easily. And if you're exceptional at following up, you are sure to get more business!

When hosting a booth at an event, your number one goal should be to build your database list. By collecting business cards and contact information, you add prospects to your sales funnel and can – and should – follow up with them on a regular basis.

Many businesses that host trade show booths ultimately lose a lot of money because they don't pay attention to the details. Before you host a booth or attend another trade event, review the suggestions in this report. The suggestions here can dramatically increase your success and make the time and money you invest in trade shows well worthwhile whether you're a vendor, speaker or an attendee.

This ebook is loaded with tips that I've compiled from years of doing different trade shows, biz expos, kid's expos, health fairs, community festivals and more while working at various jobs and with my own marketing business. I suggest that you keep this report handy and revisit it every time you are preparing for another event so you can use the checklists and suggestions to make sure you are successful every single time.

I'm going to give you a quick overview first of what to do when attending these types of events and then later in the report I'll go into more detail about each point.

Are You Prepared for a Big Conference?

Attending, speaking at and being an exhibitor at large conferences and business events are one of the primary ways that bring me consistent client and cash flow.

If you haven't considered doing this in your business for your niche or target market then I can tell you that you're missing out on thousands of dollars worth of sales! No matter what your business is or what industry you're in, there is a conference, or two or three every year that are probably perfect for you to have major exposure at in order to generate new leads or customers. I realize that some of them may cost anywhere between \$500-\$5000 or more sometimes for the exhibitor fee but just because it's a big chunk of change to do this, doesn't mean it couldn't be the best investment you make in your marketing all year long! (If you do it right!)

If you are doing this as one of your current marketing strategies then that's great but I'll bet you're not maximizing your exposure or time while you're there to the fullest extent?

You know how I know this? Because I've spoken to and seen thousands of small business owners in attendance, as speakers and as exhibitors at these conferences over the last 20+ years that have no idea what they are doing.

So, how do you prepare for such a possible huge opportunity as this?

There are a few key things you can do to be prepared:

As an attendee:

- Bring enough business cards and NEVER run out
- Have a call to action on the back of your card, something that drives people to your website hopefully where you have an opt in box and can capture people's info (see opt in box example on my website www.jumpstartyourmarketing.com)
- Bring order forms for whatever you're trying to sell as well just in case you run into your perfect client (I've sold thousands of dollars on the spot by doing this!)
- Keep in mind that the vendors paid to be there so don't be tacky pushing your stuff, instead take their info and have a follow up plan for after the event where you can connect with them later about you and more of what they do too and how to help each other

As an exhibitor, do everything in the above list plus:

- Bring large signs, décor or displays to attract attention
- Have a great free giveaway that everyone will want AND be able to use (Hopefully something more creative than pens and candy.)
- Hold a drawing for something that everyone will want (not a discount) and collect cards and/or contact info – making sure to let people know they will also receive a free subscription to your email newsletter (This is a MUST, you must tell them they will receive that on a sign on your table or you can't add them, you'll be spamming. And if you don't have an email newsletter you definitely want to start one)
- Have lots of free resources and information on your table (see my examples in appendix)
- Remember not to talk too long to any one person, you're there for volume (If you need to talk to people more in depth then bring more staff to cover.)

- Remember to provide a good first impression and don't eat, drink or talk on your phone in your booth, stand up at all times if possible too for best energy and vibes

As a speaker, do everything pretty much that you can in the above two lists plus:

1. Make sure your talk is designed to have your audience take action on whatever it is that you're trying to promote, don't just add a sales pitch in at the end that sounds funny
2. Have something to sell in the back of the room besides a \$20 book or 1 hour coaching session – this is your opportunity to make \$1,000's in the back of the room sales!
3. Give a ton of great content and try not to be salesy
4. Make sure you capture the contact info of your audience one way or another – a giveaway, drawing, hot seat, etc.
5. If you bring handouts, make sure not to forget the order form so people can plop down their credit cards right then and there

This is not as easy as it sounds and if you're new to attending or having exposure at large events and conferences.

It might be tough at first to know exactly what to do but keep in mind the main reason you're there is to — “BUILD YOUR LIST”. If you build your list with new contacts, you can always follow up with them later for ongoing marketing. And if you sell products

and services as well, then, it's a great day; you do want much emphasis to be on this too when at all possible!

How to Effectively Follow Up from a Big Conference

One of the biggest mistakes I see business owners make when they do attend, speak at or become an exhibitor at a large conference is that they don't have an effective plan for immediate follow up.

I'd say that 1% of them do a decent job at their follow up but seriously NO business does enough – EVER!

So what do you do and how do you know what to send, to say, to follow up about or for?

Here are a few key things you can do to follow up from different situations even too:

What you want to do to prep before you even go:

- Prewrite your email follow up messages
- Preprint your follow up postcards or letters, envelopes, business cards and more to be ready to go to print right away. Much of this though can be preprinted with call to action messages and a reminder of where you met them and what you can help them with.
- Have a system for delivering emails online to be careful not to spam people including having opt out messages.

What to take the time to do while you're at the event which will save you time later:

- Write notes on the back of everyone's cards and bring sticky notes to stick notes to the glossy cards you can't write on (don't buy those by the way!) – what you talked about, what call to action to take with them (add them to your ezine, or not, call, or email, etc.)
- Separate the contacts that have agreed to receive your email newsletters from those that have not because you need to send them different messages

What to do when you get back to make sure your follow up gets done:

1. Give all your contacts to someone else to enter into the computer for you within 24 hours of being home – set this up ahead of time (this is the #1 thing that will prevent you from doing your follow up – guaranteed! Because you won't take the time to enter them)
2. Call all hot or warm prospects/contacts within 72 hours or 3 business days of returning home so that you're name and connection is still fresh in their minds.
3. Implement your follow up system – that could include weekly email newsletters, video tips, personal email follow ups, phone calls, direct mail, facebook friend adds, LinkedIn connection, tweets to that person and so much more...do more than you think you need to, trust me.

This is not as easy as it sounds which is why hardly any small businesses ever do effective follow up. It might be tough at first to know exactly what to do or what to say/send but just do something and get something out. Something is better than nothing and good enough is good enough, don't wait until you get it perfect.

Now, How Do You Become a Master Networker? (Even if You Dread it)

I want to start off talking about networking in general because many of the tips in this section also apply to the sections on being a vendor or exhibitor or speaker too.

Networking is one of my favorite activities. Why? Because I know it works. It has helped me grow my business ten-fold and my clients have seen the power of networking in their own businesses too.

This report reveals all of my favorite tips for effective networking, follow up, speaking and more!

What's so great about networking?

The more people you know, the more referrals and repeat business you will get. In turn, this leads to more money that you will earn in sales. What are you doing to network to meet new people?

I hope you are not saying, "Been there, done that, don't want to do that anymore," in this day and age of relationship building and consultative selling. This is the best way to increase your business (both new and referral business).

I talk to hundreds of small business owners and entrepreneurs every month and you know what one of their biggest fears is as a whole? How to network. This is one of my

favorite things to teach to my clients. I love helping them get more comfortable with **the whole process of networking including:**

- Where to network;
- How to network;
- What to bring with you networking;
- What to say when networking;
- How to follow up from networking; and
- Turning networking contacts into clients and referral sources.

If you have all the business you need and you are doing your database marketing efficiently, you may not need this advice. However, most of you are probably not in that position. Besides, your customers are only getting *older*, or they are also networking, so it is likely that they are meeting new people. They may be meeting someone who can handle their 'whatever it is' instead of you.

What can you do to avoid this? First, you should be checking your local area chamber of commerce's or other professional organization's calendar of events at the beginning of each month for meetings and opportunities where you will be able to network.

Where is your target market 'hanging out'? Are they stay-at-home moms, who spend a large majority of their time doing things with their children's school events or sports? Do those places have meetings? Are they homeowners who might attend home shows or community meetings? Are they all realtors? Are you attending their monthly association meetings?

Consider going to the places where your target market is. You can find out about any group and what is available online. If you cannot find something, call your local

chamber and ask them if they know any particular organizations; they usually know everyone in your area.

Now while you are out networking, remember to ask some important questions; this process will help you break the ice.

Asking questions is a HUGE, but important step!

Whenever you are nervous or not sure what to say to break the ice, ask a question. When the person you're talking with answers the question, follow it up with another question, and so on and so onuntil you know their whole life story.

Why should you do this? Because it not only builds trust with the person you are speaking to, but when they walk away they think you are the greatest, they like you, they want to do business with you, and they want other people to know you, too (i.e., a good referral source). It really does work.

Have you ever been to a mixer or an event where one guy or gal works the room so fast by throwing their card in everybody's hands no matter what? You do not know their name, what they do, or why they are there. Where do we put such cards when we get back to the office? IN THE CIRCULAR FILE. These people are impersonal and do not even try to get to know us. They just want us to have their card in hopes that we will call them for business. Similarly, some circulate around the room asking for everyone else's cards and then do a mass email solicitation the next day.

I do not want to do business with people like that, do you? I want to do business with people who genuinely want to know how I am doing, how my business is doing, or how my dog is doing. I network to build long-lasting relationships with people like me who I

respect and admire. You should strive to be this type of person because it will get you far in business, and in life.

How to Become a Master Networker (Even If You Don't Like Networking!)

For many entrepreneurs, networking is a must to build your contact list the fastest way possible. After all, networking is one of the least expensive, most effective forms of marketing that you can do!

Besides, if you have no customers yet and nothing to do - you have to do something! Networking is the best way to build relationships; no other form of marketing or advertising can do this for you. People buy from people they like, trust and connect with.

I've been self-employed since 2002 and I'm still networking; I'm just more selective now on where and with whom I network. When I first started out I joined four local chambers, a women's organization and a leads group and I attended every event.

As my business started picking up, I reduced the number of groups I was involved in and remained in only those that were the best fit for me and that brought me the most

clients. I am extremely active in those that I've remained in so that I would be well known; basically I became the Go-to-Gal for my industry and associations.

This is what you want. You want for others to see you as the expert in your field. The key is to be selfless, generous and knowledgeable in the process.

These days I'm networking even online through various social networking sites like Facebook, LinkedIn, Twitter and other membership sites, blogs and forums that I belong to. But this all takes time and finesse as well.

Rarely do I see very many really *good* networkers, though, so I urge you to learn more, practice your skills, focus on giving to others and really work at becoming the best networker you can, because it will pay off with more customers and bigger profits.

Here are a few habits that a *good* networker typically exudes; they will:

- Go with a goal;
- Be prepared, mentally and with materials;
- Arrive early and stay late;
- Work the room;
- Master their 'commercials' and alter them as needed;
- Introduce others around;
- Pass people off nicely and move on;
- Ask questions of the other person;
- Know to listen more than they talk;
- Take notes on cards; and
- Quickly and repeatedly follow up.

So, how do you match up? What are you doing?

One thing I want to remind you is that no matter what events and mixers you are going to, if you are NOT doing the very last one listed – the FOLLOW UP – then I can tell you

right now that you are absolutely wasting your time (and money) doing the networking in the first place!!

I can't stress to you enough that if you find yourself not being able to get your follow up done – then figure out someone to delegate this to. It's worth whatever it costs to pay someone to do this for you because it could mean the difference between one sale and 14 sales! (I cover follow up later on in this report.)

Now, I can hear some of you thinking, "Ok, the follow up isn't the problem, it's the actual networking, talking to people I don't know in a big crowd."

Well, what I say to that is - get over it! Take some public speaking courses, do a lot of practicing in front of the mirror or a friend, or you can even join Toastmasters or a business referral organization that can help you fine tune your 10-, 30- or 60-second commercial. If all else fails or none of this appeals to you, too bad, do it anyway.

Let's face it, running your own business is tough, you don't always get to do the things you like to do, sometimes you have to do the things you don't like to do – so get used to it and suck it up.

The trick to networking for those who are shy or who don't like crowds or small talk is to ask a lot of questions and ask for other people's business cards. Don't worry about

talking about yourself or passing out your cards, just worry about the other person and getting their card. Ask lots of questions about their life, their business, their target market, what kind of referrals they like to receive, etc. Because you can always follow up later and send them your card and info!

An important thing to remember when networking is to make sure you wear a clear, professional nametag so when you're busy talking about other people and what they do at these events, they can still read your name, business and what you do on your shirt.

So, now that you've started networking, doing your follow up, and the leads and referrals might be starting to trickle in. What else is there? How are you marketing your business? Do you have a written marketing plan that you refer to and update on a regular basis? If not, write one. There are free seminars offered in most cities by the SBA or other Business Centers who are there to be a resource to small business owners, and various free teleseminars and webinars online too but keep in mind that you get what you pay for! **I show you how to figure out your next steps at the end of this report to so keep reading.**

Your client base is your most valuable marketing resource so keep adding to it, following up with everyone on it and work them for repeat business and referrals, and you will succeed.

How to Be the Go-To-Gal (or Guy!) of Your Industry or Organization

Catapult your business into a hugely successful and profitable business this year by transforming yourself into the Go-To-Gal (or Guy) for your industry or organization.

You all know that one person in whatever organization you belong to that totally stands out from the crowd in a positive way, right? They are consistently at every event, they volunteer their time and they seem to always get highlighted or win some award or something. You can't really be mad at them either, because they are so willing to give advice and referrals to you or anyone. They are just too nice to get mad at.

For some reason, too, you always seem to be reminded of them. Either someone recommends them to you or to others when the topic of their business comes up in discussion. You might also see their business cards at other clients' or friends' offices, because that person knows them too.

Is this starting to sound familiar? Do you have someone specific in mind? (hee hee ME I hope!)

Do you know why they are "top of mind" with you? It's because they are so good at keeping in touch with their contacts, networking, keeping "in your face" and reminding you to refer to them. They probably take advantage of key publicity or promotional opportunities that you may or may not even be aware are out there and might be free to you.

I am sharing my 4 Key Attributes of Being a Go-To-Gal because I reached that status a few years ago and it has literally launched my business into huge success. You can do it, too.

The 4 Key Attributes of a Go-To-Gal:

- You're everywhere and everyone **knows you**.
- You have a **professional** and recognized brand.
- You're extremely knowledgeable and **it shows**.
- You **ACT** on opportunities!

If you're everywhere and everyone knows you, you do a lot of networking (online and offline), then you meet and stay in contact with a lot of people. You belong to numerous organizations or groups and attend them often. People tend to start saying to you "Wow, you're everywhere!"

You have a professional brand if you get comments all the time from people you don't know, such as "I feel like I've seen your stuff before" or "I recognize you from your website or Facebook."

People recognize you as highly knowledgeable when you start getting asked to speak at events or in front of your target-market groups. You often give freely of your advice and tips as well when you're out networking; you're very generous.

When you ACT on opportunities that come your way and you specifically seek out exposure and business-building opportunities, you finally start becoming "top of mind"

with everyone that knows you. And soon you're the "Go-To-Gal" for your industry or organization!

Don't worry, you don't have to be good at sales or even that outgoing to be the Go-To-Gal in your industry or organization – **BUT YOU MUST BE MOTIVATED TO IMPLEMENT AND WORK "ON" YOUR BUSINESS RATHER THAN JUST "IN" IT!**

Get the Most Bang for Your Buck with My 13 Networking Secrets:

1. **Research Events** – Make sure to research the networking events you want to attend before you attend them so you don't waste your time at events or meetings that may not have your target market readily available at them. To find a pretty comprehensive list of networking organizations go to my website at <http://www.jumpstartyourmarketing.com/networkingresources>. Then locate all of your local area's large venues, meeting rooms, convention centers, concert halls and anywhere an event could be held – more than likely they will have a website with an events calendar. Finally, read and go online to look up events in your local newspaper on their business calendar or in business publications and social magazines. Plus watch TV and listen to radio shows that promote events – these usually get promoted just a few days before the event, making it difficult to plan.
2. **Be Prepared** – Now that you know where to network, make sure you are prepared for the event. Order yourself a name badge that you can wear to all events and even out running errands – you never know where you'll meet a potential client! This takes about 2-3 weeks in some cases, so plan ahead. You can order name badges from any office store, sign store or promotional products company and they are usually only \$10-20 each.

It is important to also make sure to use your logo, company colors and a good, descriptive title under your name on your badge for branding as well, as it adds

credibility and professionalism. You want to brand your business so they can recognize it from just looking at your name badge and remember you from your emails, business cards or notes you may have sent them for follow up. Your title is very important though because they need to know what you do just by reading your name and title and in Tip # 9 I will be sharing the reason for this.

3. **Keep Materials On Hand** – Make sure to always keep any of your sales flyers, brochures, order forms and business cards in your car at all times, keeping them current and never running out. You never know when you will be able to display or hand them out at an event or meeting. Never be without your marketing materials or you will run into times of missed opportunity. Also, make sure your materials have attention-getting messages on them, call to action and are relevant to the audience.
4. **Your Commercial** – Practice your 10-, 30- and 60-second commercials because most events and meetings will ask for different lengths of commercials if you get a chance to stand up and tell who you are and what you do. The 10-second commercial is for casual one-on-one conversation or a quick introduction and the 30 or 60 second ones are for stand-up opportunities (not conversation, that would be feature dumping - see Tip # 11).

Be prepared to change your commercial up a little depending on the audience; an audience of prospects might need one message and call to action while an audience of peers might need a whole different message. Stick to your name, your business name, and a one-sentence description about what you do and/or a question to make people think. Then make sure you mention your website and hopefully you will have your own FREE REPORT on there that they can go download for a free resource (making sure they sign up for your database or email before obtaining it). Finally,

remember to add a call to action – ask them to take action – buy your product/service, make an appointment, go online, send a referral, attend your workshop, give you their business card so you can add them to your email list, etc.

5. **Timing** – Always arrive at meetings and events a few minutes early and be prepared to stay late and meet those people you don't know yet – meet and get to know EVERYONE! Also, you should attend a function for the networking purposes (that's why it's important to research events), not for a specific speaker (unless you are going purely for self-improvement); if the speaker turns out to be good then that's a bonus!

When you start attending functions for organizations on a regular basis, you will meet more and more people each time but try not to hang out with the same people, you want to continually look out for those you don't know and go up and introduce yourself to them. Arriving early also allows you to volunteer to help the host of the event or organizers to set up, etc., which will further build your relationship and credibility with them. Besides, arriving late or leaving an event early makes you noticeable, yet in a negative way and shows you think you have better, more important things to do than talk to people there.

6. **Go with a Goal** – Determine what you hope to accomplish by attending that particular event - it might be different for each one. For example, often when I attend Biz Expos where I know there will be a lot of good speakers there, my goal is to meet the ones that have a target market similar to mine in order to plan some joint ventures. My goal for a workshop where my target market is in attendance however, might be to get 10 new contacts to add to my ezine. Of course I learn something from each event and at each event I'm going to be open to finding both clients and

referral sources; but each have certain dynamics that I wanted to take advantage of – I'm always looking out for my opportunities!

If you're new to a group or meeting or if you're really shy then I recommend simply going with a goal of meeting 10 new people and making sure to get their business cards so you can follow up. Another suggestion is to find someone who's been in the group for a while or someone who seems to know everyone (that go-to-gal) and go up to them and let them know you're new and if they wouldn't mind introducing you to a couple of people. More than likely they will completely take you under their wing and you'll meet everyone in the room!

Remember, networking should be about the other person, not YOU. So, try not to walk up to someone and start talking about yourself. Instead, **ASK QUESTIONS** about the person you're talking to. This way you seem interested in them and you will build better relationships faster.

Here are some QUESTIONS you can ask to get you started:

- What is your name?
- What do you do/what is your business?
- What kind of people do you want to meet here today?
- What is your biggest challenge around _____? (Fill in the blank with a type of challenge that relates to your business such as 'what is your biggest marketing challenge?')
- What is the best way to refer business to you?
- What problems do you solve for clients?
- What do you like to do for fun?

- Who else can I introduce you to here? (Then get their card, pass them off to someone else and go meet someone else too.)

It's okay if the conversation never turns your way as long as you get their card because you can always follow up with them later. The idea is that the next time you see them (because you'll be consistently networking in the same circles) you will build on what you learned and more than likely the conversation will turn towards you this time and because you talked about them the first time, they will really listen to you and want to know what you do. It works, but it does take time! In the long run you will totally benefit with long standing, loyal, authentic clients and referral sources.

7. **First Impressions** – Making a good first impression is important and it's the one thing you can't make up for if it goes wrong. Practice your handshake and eye contact prior to attending events to make sure you have a firm handshake, not limp or a half grasp, and that you are consistently looking into the eyes of the person you are talking to rather than looking around the room for the next person to talk to. People feel your attention or lack of it and will categorize you as uncaring or uninterested if you are continually looking around the room or acknowledging others. For the best results, act like you are really interested in each person you talk to, asking pertinent questions to get to know them better and steer the conversation so you can ease away quickly while still showing you are interested. Maybe you see someone you need to introduce to the person you are speaking to and can introduce them and pass them on?
8. **Card Passing No No** - Never lead with a card when you enter a room or circle of people; leave the card or wait until someone asks you for your card. Don't presume everyone wants your card. If they don't want it, they won't do anything with it anyway, so why waste it on them? It's more important for you to get their card because you want to build your database, email marketing list and you want to be

able to follow up with them. You can always mail them your card later if you have theirs; they will appreciate it more and possibly think more highly of you since you took the time to follow up. You don't want to be that nosey, selfish person who butts into people's conversations, handing out your card and not even acknowledging who you're giving it to, asking their name or even what they do!! Those people get labeled at events and blackballed by members as uncaring and often selfish but I notice sometimes they just seem nervous so even if you're just nervous about networking and start passing out your card – you too could get labeled!

9. **Build Relationships** – Your goal of networking these days should be to build rapport and long-lasting relationships with the people that you meet. It should not be to SELL, SELL, SELL – that's a big turnoff right out of the gate. Don't expect people to use your services the first time they meet you. If they do, great, but don't depend on it. More than likely it will take 5-7 meetings before people will warm up to you so be prepared to network in the organizations you choose for some time. Try each of them for at least six months to one year of membership. Remember however, you will get out of a membership what you put into it. So if you are not active or don't attend a lot of functions, you won't meet enough people in order to reach your desired 'expert' status or 'top of mind awareness' and you can't really expect big results either.

10. **Help Others** – Another main reason for your networking should be to give. Give referrals to others you meet, give free 'expert' advice about what you know, give suggestions on business or practices, make connections between people who need to do business with one another, even if that doesn't involve you or your business.

In fact, if you're wearing your name badge, you don't even need to talk about yourself, they can see what you do and if you get their business card and follow up, they can find out more about you later. This is a VITAL step in establishing credibility, making people feel comfortable around you and like you. People like to do business with people they like. If you make this the main reason for networking, karma will reward you with more than enough referrals and direct business that you could ever expect. Never 'expect' referrals from those you give referrals to; more than likely they will come from other sources. Always remember to thank your referral sources accordingly, as well.

11. **Don't 'Feature Dump'** – 'Feature Dumping' occurs when you're talking to people and you proceed to list all your services, benefits, features and everything about you and your business when no one even asked you (or even if they did it's too much information). You ideally want to find out what the other person wants and needs by asking questions and getting them to tell you. So if they ask you what you do first, tell them quickly in one or two sentences, and turn the conversation around back on them. Their needs and wants might have something to do with your business or they might not. If they need your services or products, then of course after you LISTEN to what they need, you can respond with the solution to that need (NOT EVERYTHING, just that need). If they need or want another person's services or products, then you can be the savior by referring them to a friend or colleague – introduce them on the spot if you can or pass that person's card to them, or send them the information later to follow up. This will make you look like you really listen, and are interested in what they need. They will immediately like you and appreciate you; then who will they think of next when someone they know needs your services and products? YOU! So, LISTEN carefully!

12. **Take Notes** – When you ask for someone’s business card and talk to them briefly, remember something unique about them or your conversation or something you need to follow up with them about and write a note on the back of their card. You can do this right then and there or wait until you get to your car. They will think you really are interested in them if you do it in front of them but either way will work, just don’t forget by the time you get to your car and make sure you do it that day for sure or you might forget. You might also want to wear clothes with pockets in them if possible and use one pocket for your cards and one for those you collect at events. I also suggest writing on the back bottom of each card where you met them, use an acronym if need be. (For example; Folsom Chamber of Commerce = FCOC) This is good for sorting in your database by group, organization or event for follow-up letters. You can write one letter to the group and mass print it with a general heading if you don’t want to or have time to individually address.
13. **Follow Up** – This is the most critical part of any networking – NO MATTER WHAT! If you aren’t doing your follow up, you’ve wasted your time and money attending the event. Follow up on every person within 72 hours. Call the hot prospects and email or mail them info about how you can help them (assuming they told you what they need/want from you). Call, email and/or drop a note to the warm prospects or referral sources and email or drop a note to the colder ones or those who you aren’t sure about yet.

If you have an email newsletter, be very careful NOT to just add anyone you meet networking to your list. They need to opt in either in person when you meet them. You can write a note about adding them to your email on the back of their card or you can send them a follow-up email telling them about your newsletter and offer to sign them up or respond if they want to sign up for it.

Remember, follow up has to be done repeatedly; you can't expect to send one follow-up email or note and a potential client to remember who you are, what you do or think of you when they need your service or product.

Frequency is the key. After the initial follow-up message is sent, add them to your database, either mail or email (if they opt in) and continue to market to them on a regular basis (the frequency of that will depend on your business). Try making 10 calls a day for follow up to your prospects or referral sources – it works!

Are you feeling stuck on what to do or how to follow up? Keep reading for more info but I also have an awesome product on follow up on my website too; go to www.JumpstartYourFollowUp.com!

Following Up with Prospects

In any business it's important to develop simple follow up systems to keep on top of the minds of your prospects, customers and referral sources. If you don't do your follow up, you are wasting valuable marketing dollars and time you've already spent on gathering new leads. Many trade show vendors miss out on this valuable opportunity. They collect business cards all day and then fail to take immediate action. You can set your business apart by following through immediately.

I attend a lot of networking at chamber events, women's organizations and business expos and I generally collect about 25 to 50 business cards from new contacts on a good week. I pay an assistant to enter them all into my computer database for me so I can easily mail merge them when I want to send out a mailer. I also enter them into

my email database because I ask them in person if they want to receive my free marketing tips and they always say yes.

When displaying at trade shows, I don't waste any time. I follow up with all prospects immediately. For hot prospects, I follow up with an email, I call them and I also send a postcard or note in the mail. Even if I don't hear from them right away, I add them to my newsletter list so they will continue to receive my emails every other week (if they've agreed to get it).

Follow up can be done in many ways—with email, video, phone, direct mail, social media or in person. Plan your follow up strategy BEFORE you attend another event! It's best if you can schedule time in your calendar on the day after the event to make sure following up is a priority.

10 Simple Follow Up Procedures

1. **Take immediate action:** Always call or email within 72 hours of meeting someone. Let them know it was nice to meet them, ask questions about their business and offer a little more information about yours but focus on creating a win-win situation so they want to connect further with you.
2. **Take more than one action:** In addition to doing #1, also slip something in the mail to them – an introduction letter and a brochure, a thank you note (handwritten of course) or a flyer about a special promotion.
3. **Use email wisely:** Add them to your email database (if appropriate and IF you are heeding correct spam compliance laws in your correspondence) and make sure they get an email newsletter within 2 weeks or send a second follow up email.

4. **Keep your ears and eyes out for others:** When you come across an article that you discussed with a prospect or something you read that would be of interest or pertinent to them, drop a copy in the mail or send it as an attachment in email. This lets them know you're thinking of them and that you are trying to help them too, adding more trust.

5. **Keep your database up to date:** Enter contacts into your database (in the computer) right away so when you send out your next mailer they will be on the list to receive it. If you don't have a database, you should get one (ACT, Outlook, shopping cart, Constant Contact) or create an Excel spreadsheet for starters. You can outsource this task to a virtual assistant.

6. **Send more than one mailing:** Send out another piece of mail or email within 2 weeks of when you sent the first one. The second piece can be more casual such as a postcard, flyer or another follow up letter asking for referrals in case they don't think they can use your services right now.

7. **Call again:** Call hot prospects, not necessarily to make the sale, but to further build that relationship. You can offer to have coffee, meet for lunch, drop something off for them, etc. Another in-person meeting is a good way to make sure they don't forget who you are and what you look like.

8. **Make a creative impression:** If you're really trying to get their business and you're not getting anywhere, drop by a promotional product(s) with your card and brochure or send it in the mail. Make sure your promotional product stands out from your competition and is unique or memorable.

9. Systematize your follow up: Make sure you sort your database by Hot, Warm and Cold leads and then also by where you met them (i.e. chamber of commerce, professional or service organization, etc.) or some other system (like referral source vs. prospect). The purpose here is to separate your contacts into small groups so you can mail to each group with a unique message. More customized messages get a higher response rate. Send mail to your database quarterly and send email monthly at minimum.

10. Plan year-round promotions: Send out holiday cards not only for December, but for Easter, the 4th of July or whichever holidays you like. If you have birthday information, birthday cards are also a good idea. There are online services that you can send cards out from to make this easy. The one I use is Send Out Cards; find out more about them by going to my member page at www.SendOutCards.com/34231.

Remember, not only do you need to follow up after new people you meet to GET their business or referrals and build those relationships, but you also have to cultivate those relationships over time so they keep you on top of their minds in case something comes up where they need your products or services or someone they know does.

In my experience only about 5% of small business people do this on a regular basis. However, it can be the single most effective way to attract and retain new business and referrals. What are you waiting for? No one is going to do your networking or your follow up for you.

Not only do you need to follow up with people within 72 hours of meeting them, but you need to follow up again and again and again. Find new approaches each time, ask them questions, invite them for coffee, do a survey, send them a free gift, mail them a

list of your services, drop off a promotional item and your brochure, or email them an article you read that you thought they might be interested in.

Persistence is the key. If a lead is really warm to hot, you will want to follow up or contact them at least four times. If they turn you down at all or tell you no, keep trying different angles, kill them with kindness, refer a potential client to them, show them you give without expecting to receive. Most of the time, with persistence, you can win the sale or get a referral or meeting.

Automate Your Follow Up to Double or Triple Your Reach and R.O.I.

As a small business owner you're probably doing a ton of things yourself in your business – some you need to do but some also that maybe you shouldn't be doing, right?

In talking with hundreds of entrepreneurs every month I find that the majority of them (you/us) never do enough follow up plain and simple.

Why is that do you think? I know why because I talk with so many of you every month, it's either because you:

- Have no idea what to say, send or do for follow up
- Have tried numerous things and nothing works (supposedly)
- Do the same things over and over again but you're not tracking what's working and

what isn't or you're not willing to tweak it or open up to new ideas, you just want to stay running on that hamster wheel because it's easier

- Are overwhelmed with so many possibilities of what you can do or are told you **should** be doing in your marketing and follow up and you're frozen in your tracks.

Well, if you're in any of those situations then you want to figure out a way to automate your marketing, your follow up and whatever else you can too. By automating and systematizing more in your business you can reach more prospects; in fact you could reach 10 times the amount of prospects every month with the same level of intimacy and personalization which could lead to 10 times the amount of sales!

It's a numbers game; if you're not making enough sales or have enough clients then you need to talk to more people and prospects, right? So, if you're already doing as much as you can possibly right now then how in the world do you expect to double or triple your sales or more?

It's by automating and systematizing everything you possibly can and your follow up is one of the easiest things to start with and one of the most effective.

The following is the #1 Tip I suggest to be able to automate your follow up and so much more:

->> You Must, Must, Must Create Templates <<-

Now I don't have room in this report to go into all the different templates you could have in place or how else you can automate your marketing and follow up. **What I can tell you is that you want to watch what you're doing....**

- Are you sending pretty much the same emails out often after a networking event?
- Are you writing similar messages to new connections and friends on social media?
- Are you mailing the same thing to people once you meet them?
- Do you follow up similarly with people after their initial consultation or service?

All of these can be set up in templates and sent by an assistant you know?

Now the tough part is though to know WHAT EXACTLY to say in each of these instances.

After all, what you're doing now isn't necessarily working that well is it? So having some help to construct these initial templates is the key to being more confident and focused in your follow up and marketing in general.

Where can you get help generating the right messages and templates to get you reaching more prospects faster?

Attend one of my live events and you'll get access to the best examples that you can take, edit and use for yourself quickly and easily.

Tradeshow Vendor Success Strategies

Investing in a display table or booth at an industry event can be an excellent business-builder if you are sure of the following:

- Your target audience is in attendance.
- You are prepared to dazzle your audience with your display and materials.
- You have a system for collecting information from prospects.
- You are prepared – and have a plan for - post-event follow up.

The following list should help you plan to enjoy the most successful event possible. Use this as a guide in your planning.

1. **Bring your friendliest employees** or friends to work the booth with you. You will want at least one other person there so you're not managing it by yourself as well as for positioning you as more of an expert. You want high-energy, happy people in your booth who know about your business and most importantly, who know how to talk to people.
2. **Try not to stand or sit behind your booth.** Sometimes it's more appropriate to put your table behind you while you stand out in the aisle pulling people into your booth with a great "hook" or catch phrase. In fact, you can put the chairs they give you away since you shouldn't ever sit down in your booth. Those who sit at a booth are not as inviting or seem less interested in getting people to stop.
3. **Do not talk on your phone** or to other workers in your booth; always have your attention focused on the attendees passing by. If you look busy, people won't stop.
4. **Practice your hook** - a quick attention getting phrase to get people interested and to stop. You might say something like:
✓ "Want to know how to lose 10 pounds in 10 days?"

- ✓ “Find out how to save \$100 on your next _____”
- ✓ “Having trouble figuring out how much to save for retirement?”

The point is to get the interest of passers by so they will stop and talk to you.

5. Do not try to spend too much time trying to ‘sell’ anyone during an event or you’ll spend WAY too much time with that one person. You’ll want to meet and collect info on as many people as possible; you can always follow up with them later. Try to make a note or put a checkmark on the business cards of those who might be hot prospects so you’ll remember later. Having a booth at a trade show is like an **instant database boosting venue**; you want to be focused on getting the name, address, phone and emails of everyone you possibly can at all times.

6. **Bring a clever promotional giveaway.** Pens tend to be overused so try to be more creative. Think of something people will not only keep or use, but that will also have some type of correlation with your type of business. I’ve seen letter openers, flashlights, plastic water bottles, computer dusting brushes, mouse pads, coffee cups and sticky notes. Since I am a marketing and networking expert, I giveaway business card file books with my logo and website on them. These provide a constant reminder about my business and they’re something people use frequently.

7. **Hold a drawing for a free gift – not a discount off your services**, but something anyone would want. Not everyone will want your services. Have a big bowl or basket for people to drop in their business cards AND have a drawing slip they can fill out in case they don’t have cards. Make sure to collect all contact information including email addresses – this builds your database which should be the MAIN REASON you are there.

8. **Offer incentives or Bonuses** if visitors sign up for your program or make a purchase today. You can offer a discount or a gift certificate just for taking the time for a consultation. For example, offer a \$10 Starbucks card when they show up for their first appointment.

9. **Make your booth interactive** and think of some way for the attendees to “get involved” in your booth so they take the time to stop. Some ideas include real popcorn machines that give off a great smell, big spin wheels with corresponding prizes, puzzles to solve right on the spot, questionnaires to fill out (bonus, these get you more information about them), videos playing on a television, free chair massages, card games or magic tricks.

10. Have a large full color banner for trade shows with your business name or logo, tagline or catchy phrase/headline on top, phone number and website in big bold letters (3'x8' is the average size for booths). You want as much **signage** as will fit in or around your booth that people can spot from across the room. Don't get fancy with lettering; remember the goal should be to get people to stop at your booth and for you to capture their info.

Here are a couple snapshots of vendor displays I've done over the years.



Notice in the one below how well my signs stand out from afar.



11. **Make your booth stand out** with balloons, music or larger signs if possible. Many trade shows that are inside allow you to hang signs or such from the ceiling and often times you can get electrical wired to your booth so you can have fun, energetic music – everyone loves music. Just make sure the music isn't too loud so you can still have conversations.

12. **Bring goodies**, candies or some kind of original food if possible, not just the normal Hershey's Kisses or hard candy. The more original you get with this, the more people want to find your booth (I've seen someone with a popcorn machine at their booth, for example, with cute red and white striped popcorn bags). If you can get something with your logo on it or name too, that's a plus, but it's not necessary unless it's your only giveaway because people will just eat the food/candy and throw away the wrapper. I used to give away individually wrapped fortune cookies and stuck a label with my business information on the outside. You can do something similar with your unique phrase, name, logo or even a discount offer on the fortune inside!

13. **Bring a small ice chest** with bottled waters, sodas and quick, easy snacks in case you can't get a break. However, you should step out and eat quickly and never leave your food and drinks on your tables in plain sight. This is why you want at least one other person with you so you can give each other breaks.

14. **Don't let your leads get cold!** Immediately contact leads and thank them for dropping by your booth. You'll want to set aside the whole next day after a good size show to do your follow up. You can enter names into a spreadsheet, mail merge them to labels or hand write them on a quick note or pre-printed card or letter written specifically to them as a thank you for stopping by your booth, etc. Don't forget to enclose your business card. You could also have pre-printed follow up postcards ready to go (this is what I do). If your leads get cold, one of your competitors will beat you to them and if you don't do your follow up **YOU'VE WASTED YOUR TIME AND YOUR MONEY** at the show!

Getting the Most Out of Attending Tradeshows

Just because you don't have a booth or table at an industry event does not mean that you can't meet prospects and build your business. In fact, you should always be on the lookout for new people who can make good clients or referral partners for your business.

Here are the key strategies that I have identified to help you get the most out of your attendance at trade shows.

1. **Have a goal in mind.** How many people you want to meet? How many cards you want to pass out or collect? Do you want to make at least two good contacts? Are you targeting the vendors or other attendees? Know who you're targeting so you don't get off track and you make the most of your time while you're there; some events can take some time to get through and you want to be efficient.
2. For goodness sake, please **bring enough business cards** (three times as many as you think you will need). You can even have more in your car.
3. **Allow enough time** to walk through the whole show without being rushed. For a larger business expo you want to allow at least four hours. For a small community event you can usually allow about two hours.
4. Rather than carrying around a bunch of your heavy brochures, **collect business cards** from serious prospects and follow up with them later. You can always mail some follow up information about you or your company. Most won't have time to talk to you

too much anyway since they are there to make contacts for their own business, so don't be pushy with your stuff. Remember, if you're talking to vendors, they paid to be there and have their own agenda.

5. **Wear a name tag** and a shirt with your logo (if you have one) so people recognize you and see your logo and make that connection – this is branding for small businesses. Plus, it allows those who might need your product or service to see what you do easily when you're walking around.

6. **Wear comfortable clothes** and shoes with pockets and/or carry a large bag to put all the info in that you pick up.

7. **Don't try to sell your product** or service to someone who has a booth. This just says that you were too cheap to pay for a booth yourself so you thought you'd go and try to sell everyone while you were there. If the vendors are good prospects, then say hello and get their cards and contact information, then call or write to them later to introduce your business to them. If they're prospects today, they'll be prospects tomorrow. It's better to respect their time and investment for being there.

8. **Enter all drawings** given at all booths – for the simple reason so that you can see how they follow up. Many of them won't follow up with you, which means they are wasting their trade show dollars. Notice which businesses DO follow up with you and how they do it. Those companies will be more likely to do business with you or possibly a joint venture simply because "they get it." Plus, you might discover some cool ideas for your own follow up strategies.

9. **Be outgoing and have lots of fun!** If you look like you're having fun, more people will want to meet you and talk to you – hence, you build a bigger database!

Avoid Design Disasters When Creating Your Business Marketing Materials

Have you ever noticed how many articles there are relating to creating your own marketing materials? These articles concentrate on areas a business owner "should do," offering such clever advice as "know your audience," "say it with pictures" or "write clearly and distinctly." This is not bad advice. However, you should also know what *not* to do. The following focuses on just that. More specifically, it will address what most 'do-it-yourselfers' are tempted to do, but should not do.

This will apply to you when you have a display at a tradeshow and want to figure out what to handout, give out or promote yourself with. It will also apply to you as an attendee at a tradeshow but in your day-to-day business marketing as well.

What *Not* to Do When Designing Your Own Marketing Materials

1. Don't enlarge your logo so that it is the main focus of the page. Remember, people are interested in what you have to offer or if you can solve one of their problems, not necessarily who you are. In fact, the smaller your logo, the more established your company will appear. If your customer is interested in what you are selling or promoting, they will look on the marketing material to find where they can purchase the product and/or service or where to find more info.

2. Don't use too many fonts. When you begin to build your materials, be sure to use fonts sparingly. Choose one or two fonts to use throughout the materials in order to establish your brand. Your font choices should be consistent with your image and your industry. Note that cursive and creative fonts are often hard to read and not recommended. Understand your audience's ability to read your materials and ensure that they still stand out. Arial and verdana are highly recommended.

3. Don't use color indiscriminately. More color does not necessarily make something more appealing. Often it does just opposite and makes it loud and annoying. When someone screams at you, do you want to listen or run away? The same is true for your materials – you want to keep your reader engaged and not lose them because of an overuse of multiple colors and/or poor design.

Most, if not all, of your text should be the same color, preferably black for readability or red for a call to action to key items. For a unique look, try duotone photographs or print in two colors. If you plan to use full color on a piece be sure that you utilize the selected color instead of just using color in your logo and nowhere else; that would just be costly and a waste of color. On the flip side, try not to use too many colors in the text. For example, I have seen business cards that had 5 to 7 colors in the text. This makes it difficult to read and/or follow and nothing stands out.

And on the flip side, make sure your materials aren't too "matchy-matchy", only using your 2 or 3 brand colors and nothing else to make anything pop can mean NOTHING pops or stands out.

- 4. Don't choose low-quality or low-resolution photography.** A photograph may look great online, it may not be print-worthy. Photos need to be at least 300 dpi to render a professional print.

- 5. Don't fill up every inch of white space on the page.** White space brings focus to what is important on the page. It also and gives the reader's eye a rest. You may have a lot to say, but placing it all into one space creates chaos and minimizes the impact of what is being conveyed to the reader. It will visually overwhelm the reader as well -- think less, not more. Remember, you have a website (or should have) that your reader's can visit for more detailed information – send them there!

- 6. Don't focus on the details of your product or service; instead, focus on how it benefits your audience.** Unless your product is extremely technical, make your offering relevant to your audience by emphasizing its benefits, not its features. Otherwise, it would be like going to a party and talking about yourself all night. Your heading and your message must hit your target market's 'hot buttons' and get them to think about what is in it for them. It needs to solve their biggest problems regarding whatever it is that you sell or offer so what are their biggest challenges or problems? Talk about those.

- 7. Don't do exactly what your competitors are doing.** When you are positioning your product, it is important to know your competition. However, do not copy them. Instead, determine what your customers want and what they are attracted to. If you can take your logo and place it in your competitor's ad and it looks and sounds like yours, then you are not getting creative enough. Besides, do you really know if your competitors are getting good response on their ads? Maybe they are not.

8. Don't change design styles with every marketing piece you create. Strive for a consistent look, color scheme and feel, keeping the same fonts and logo placement throughout your marketing campaigns. If you use photos in one ad, don't use illustrations in another.

How to Create a Memorable Handout or Flyer for Networking

What do you bring, pass out or display when you network?

Obviously, you are going to bring a lot of business cards. What else can you pass out that will be memorable or useful for the people you meet?

I used to pass out a FREE Networking Calendar for example with a list of all the local networking events in my whole entire local area; sometimes that list would be 3 pages long. This is a great example of a creative and useful tool. I gave this calendar to the new people I met. It catches their attention and entices them to sign up for my email newsletters so that they can receive it every month. It was a marketing tool that worked for me; I don't do it anymore because now I market and work globally however.

What can you develop, create, write or design that is creative, useful, and something that people (meaning your target market, not just anyone) will want? This item should also be easy for you to print, buy, and/or reproduce at a low cost.

This does not mean, for example, that if you are a mortgage consultant or realtor, that you should develop a list of homes that have sold in the area last month or a sheet with today's rates on it. That is no fun and people really won't care about that. Instead, try to create something that is truly unique.

The following are some examples that you could tweak and create for your business.

1. A checklist of things people need to know in regards to your product or service.
2. The top 5 -10 mistakes people make in their _____ (*fill in the blank*).
3. The top 3 things to do in your _____ (*fill in the blank*) to make more (money, save time, etc.).
4. A list of resources that pertain to your business somewhat, but that are useful to help others save time or money.
5. A special report on _____ (*fill in the blank - whatever 'hot buttons' your target market has regarding your product and/or service*).
6. _____ (*fill in the blank*) guide or worksheet.
7. A list of questions to get people thinking (before they buy a certain product or service for example).
8. A CD recording or MP3/video on a flash drive of yourself providing tips or free advice.

Consider talking to a promotional products company. Brainstorm with them to select something creative (other than pens, paper, magnets, and calendars) that you can distribute. Be sure that it is something people will want to hold on to, keep handy or pass on. Take some time making your selection. If you do not, you will just end up ordering the same old pens - BORING!

If you want more information on selecting a unique leave-behind or handout, I can help you select the item, find someone that I trust to help you or refer you to someone who will take care of your needs.

Speaking at Events to Boost Your Biz

I started speaking at events like chamber of commerce small business luncheons, women's groups, sales meetings and leads group meetings the second year in my business. I found that by doing so, it really catapulted me into more of an expert role in my industry. People looked to me as more of the go-to-gal for marketing in my area plus I got a lot more, free publicity in the local papers and business journals.

Speaking can be a challenge for many in regards to the following:

- Who do you speak in front of?
- How do you initiate a speaking gig?
- How do you prepare for a speaking presentation?
- How do you know what topics are of interest?
- How do you capitalize on the publicity you could potentially receive?
- How do you promote yourself during the talk?
- What do you bring or handout to promote yourself?
- How do you follow up after a speaking gig?

How do you overcome these obstacles or figure out how to accomplish them?

1. You can ask other speakers how they do it.
2. You can ask the people who book the speakers at such events, they'll tell you.
3. You can read books and online articles about the subject.
4. You can get coaching and advice from someone who helps others on this topic. (I can help!)

What do you do first? Preparing to speak:

1. First you want to develop a few topics around the challenges or hot buttons that you're target market has; survey an audience of people if you aren't sure what kind of topics.
2. Then write up a quick description or outline for a possible 20-30 minute talk on those topics, something with bullets, short and to the point showing how the audience will benefit.
3. Then put those topics on a word document, add your photo and a short bio as well as your contact info to book you for a speaking gig and whoala! **You just developed your speaker sheet.**
4. Next, you send it by email or mail to all those persons responsible for booking speakers for their events; you can normally find them on the organizations' websites or call to ask who's in charge of such a thing for each one.
5. Then you want to follow up with a phone call or another email and try to get the person on the phone so you can quickly chat with them and brainstorm how you can serve their audience in a talk you can give.
6. Finally, remember to contact these organizations way ahead of time. Many of them book their speakers for the year in the fall of the previous year so if you contact them in February, it might be too late for that year, but make sure you're on their list for the following year then.

Oh, and one last thing.... remember to practice your talks, get feedback and keep revising them to stay current, interesting and valuable.

If you want to get in depth tips about speaking and booking speaking gigs like I'm doing with you in this ebook - go grab my Get Booked Speaker Tool Kit online here! <https://jumpstartyourmarketing.com/speakerebook/>

I know a lot of business owners that speak at events and meetings, speak in front of sales teams or conferences and even some who speak around the world and get paid a ton of money to speak!

Others speak in front of groups to get access to those people quickly and with more credibility. If you're a good speaker, your audience will want to know more about what you do, what you have to offer and how you can help them - hence getting more business!

What I know about most of us who speak, is that we know how to leverage our expertise.

Almost anyone can learn how to speak if they aren't sure how or learn how to get better at it if they aren't that good or interesting.

You are welcome to talk with me or one of my team in a complimentary JumpStart Your Business Strategy Session, go to www.AskKat.biz to fill out the quick questionnaire now.

BONUS CONTENT:

There is nothing worse than spending big money for a tradeshow booth and then realizing halfway through the set-up process that you forgot to bring a few things. Use this list as checklist for planning, and again as a checklist before you pack up your materials and head for a show.

Tradeshow Packing Checklist:

(Some are must haves, some optional depending on what kind of event you're attending.)

1. Business cards
2. Marketing Materials – flyers, table signs, collateral, brochures
3. Order forms with ccard info
4. Plastic (or other) sign holders for displaying business cards, brochures, flyers, etc.
5. Promotional giveaway items (pens, mouse pads, etc.) and basket or bowl to display them possibly
6. Big fish bowl or basket to collect business cards for drawing
7. Sign-up sheet for e-mail newsletter or drawing slip to enter drawing
8. Drawing prize
9. Sign and sign holder to show FREE DRAWING
10. Risers for table display to have different levels on your table to make it visually more appealing
11. Extra tablecloths, colored napkins and/or tooling to match your business or theme
12. Banner or large floor or table sign
13. Balloons, matching colors to theme
14. Office supplies to have on hand: regular pens, large markers, extra paper for handwritten signs you forget, regular tape and packing/duck tape, tablecloth clips/holders, paperclips, safety pins, Velcro stickers, metal banner hooks, clipboard(s), rubber bands, name badge holders or nametags, twine or string (just in case)

15. Basket of candy or some edible goodie
16. Flowers or something similar to spruce up table if need be
17. Portfolio, computer or brag book to show your clients or work
18. Other printed materials – tip sheets, testimonial sheets, list of your services and fees
19. New client packets or applications for program
20. Ice chest with bottled water and snacks
21. Camera and extra batteries (take pics of yourself, booth and others for marketing!)
22. Laptop, mouse and power cord only for display, not for checking your email while there
23. Printed introduction sheet for when you speak
24. Products, CDs for sale on your table
25. Powerpoint presentation on flash drive and/or CD and possibly projector or remote mouse or clicker if you're speaking
26. Extra shoes in case your feet start hurting, switch
27. Cash for emergencies, food, etc.
28. Cell phone charger

Holiday-Specific Networking Tips:

From social holiday gatherings to work-related parties and events, it is important to follow a few do's and don'ts to make this time successful for you and your business.

During the holidays, not all of the regular networking tips apply; often times you have to be a bit more discrete. However, you do still want to take care of the basics, such as:

1. Try not to drink too much. This could prove to be embarrassing and unprofessional.
2. Bring a hostess (host) gift such as a bottle of wine, an ornament or candy of some sort.
3. Try not to talk too much business during the holidays unless for your industry and the type of event warrants this.
4. Focus on finding out more personal information about others so you have more to discuss, fall back on or follow up with in the future.
5. The holidays are a good time to drop in on clients and prospects or referral sources with 'good cheer' (coffee, candy, cards, gifts, etc.).
6. Have fun!

Networking and Exhibiting Virtually!!

It's the new way of working and promoting your business all due to covid-19. Most events have gone virtual and you can't stop marketing, you just have to learn what to do and how to do it to continue getting clients and customers from events.

How to best SHOW UP on Zoom calls:

- Show up on time (or early if you can!) so you don't miss introductions or a chance to interact with other attendees.
- Try to come live on video for best connecting (via a computer or laptop is better than phone, more features) - people want to see you and they'll feel more connected to you if they can see you. Plus, if you're doing a commercial about yourself you can share your screen and show a slide, website, etc. too (if allowed).
- Set up a professional video area in your home - use marketing for your business in your background like your books, set up signs, etc. Have good lighting and a good microphone. Don't be sitting on your bed and watch the background clutter I'd say... the more professional and organized YOU look, the more likely others will want to connect further with you!
- Please still shower and dress business casual or whatever, you're still presenting a very important "first impression".

How to “Work the Room” on Zoom calls:

- Prepare a word document with lots of little blurbs already written out that you can then copy and paste into the chat room on calls so you don't have to spend time writing them all out every time. Like your short introduction blurb, special offer blurb, event invites and URLs for all so they can click and go get info or get signed up. Give deals if you're able to get people to take action now.
- Try to promote FREE Things first though, less higher-end sales on here... take people to a free thing or offer on your website so you can get them on your email list or offer a “get to know ya” phone call for following up and seeing if or how you can help each other or refer business to one another. YOU MUST ASK though or people may not take this next step.
- Interact in the chat room (which is best done on a computer or laptop, not the phone). Share tips, respond to what people are saying, keep the conversation going over there and then share your blurbs.
- Private message people in the chat too for those who've expressed interest in what you do or who comment about needing help with things you can help them with. OR with people who could be good referral partner or joint venture partners with. Offer your calendar link to set up calls with you after the call or later in the week to see if or how you can help each other or refer business to one another. (use those words you guys, it works!)
- Pay attention to what everyone is saying, you never know WHO on these calls could be a potential business prospect or referral partner!! This is why you want to have the prewritten blurbs ready so you can pay attention, take notes of what others are saying so you can track who you want to chat with and follow up with.

What to Have “READY” for Zoom calls:

1. A cheat sheet for blurbs you may want to copy into the chat room, including links to your webpages, scheduling software, videos, your full bio or introductions too perhaps and other things you're selling. Have a blurb for EACH thing! Make sure your links have the https:// in front of the www or url or they won't show up as a live link!
2. Special landing pages on your website for each event with event branding - put your forms on your own pages if you can, not Google forms or JotForms if you're able. You will have more control over the opt-ins, getting subscribers and even customers from events.
3. Have some special offers or one special offer if they buy today. Put those on that special landing page.
4. Have someone available to talk to people right then, block off time on your calendar during the entire event, don't try to multi-task, you wouldn't do that at a live event right?
5. Have time slots open perhaps for the next few days where you can schedule deeper dive conversations from those interested in what you're offering.

PREP CHECKLIST FOR HOSTING CALLS ON ZOOM:

1. Have your documents or presentations open on your desktop but close or minimize everything else.

2. Make sure your webcam is in front of you and you remember to look at the WEBCAM the whole time or most of the time so it looks like you're looking at your people.
3. Make sure you have good lighting or put a light in front of your computer so it's shining in your face.
4. Always remember to HIT RECORD
5. Have notes to copy and paste into the chat room, especially if you need to share an agenda, tips, flow for the call, urls for people to click on or your introduction, etc.
6. Send documents ahead of time via email or upload into a private Facebook group. You can also upload them to your website and it will create a url then to give people in the chat room that they can click to download the document but only if you upload to your site and your site platform allows doing that. They would go into your Media Library.
7. If you are presenting on the call and recording, it could be good to put yourself in Speaker View, rather than Gallery View so that people can see you in a larger box and you're not just one of the brady bunch in the squares. You can toggle back and forth between gallery and speaker views if you want to when you ask questions or want to engage the audience more.
8. If you're doing a PowerPoint presentation or presentation through Canva.com, you can have it open and ready to screenshare and click it to run presentation when you share or you can upgrade Zoom to the webinar version and it will run in a more professional way but it will also I believe lock out your attendees so they won't be able to see each other and you won't be able to see them either. (not good if you want to engage more)

9. Remember to ENGAGE THE AUDIENCE THROUGHOUT YOUR PRESENTATION OR CALL regardless or you'll lose people. Ask them questions, get them to comment or answer things inside the chat, have them post things in there or unmute to talk, etc. as much as you can so you keep their attention and they don't go off multi-tasking.
10. Remember to have a call to action at the end of your call, to come to a call with you, buy something, sign up for something or email you. Put the details of what you want them to do next inside the chat. Make it easy for them to take that next step, think simple. Have easy and simple urls. Put the entire url in the chat too, including the https://.
11. Remember to stop recording when done and it and the chat room contents should automatically save to a Zoom folder on your computer. Do a search for Zoom in your finder/computer and it should find the Zoom folder if you don't know where it all saves.
12. Have fun, smile as much as possible and be more excited than you think you should be!

Have fun!

So, what do you think?

Are you making a lot of mistakes with your tradeshow marketing and networking?

Did you get some great ideas for doing things differently?

Here are 3 options you have to take a next step:

1. **If you feel now that you're on the right track** and can go it alone, then great!
2. **If you're making a lot of mistakes or aren't sure how to develop and manage all this** then you really should consider talking with me or one of my team in a **complimentary JumpStart Your Business Strategy Session** to see how we can help you stop these bad habits or change your marketing, your messages or your systems to make sure the RIGHT things are getting done instead. Register for that session NOW at www.AskKat.biz.
3. **If you feel now like you know sort of what to do**, that's good, but why not then either consider talking with me in a complimentary Strategy Session OR jump into the Int'l Entrepreneur Network that I run because what I've found is that when you aren't exactly sure of what to do, you won't do anything at all! In the IEN you can get direct access to me and my advice and feedback to help you implement and manage all this AND hold you accountable! Find out more about the Int'l Entrepreneur Network here: www.iEntrepreneurNetwork.com.

I take the guesswork and the risk out of this decision because I'M POSITIVE THAT YOU WILL GET AWESOME VALUE and new ideas and so much more!

No one out there is teaching this stuff!

Sure there are marketing experts telling you WHAT TO DO.

There are copywriting experts telling you either what to say or doing it for you.

But no one is putting it all together with a clear and proven lead-generating system using non-salesy, relationship-oriented templates that sound just as personal as if you wrote them one by one yourself.

The best part is that when you have your own systems, templates and marketing and follow up plan like this it can totally ALL be delegated!

Literally 95% of everything you do in your new business marketing, social media, email marketing and follow up can be delegated to an assistant when you have templates; you don't have to do more marketing yourself, it's getting done though and I'll bet that's more than you can say that's getting done right now right?

When you come talk with me you will see how easy it will be for you to market to THOUSANDS of your ideal prospects and clients every month which will bring response, interest, interaction and CASH back to your business, programs, products and services.

If you want more clients and customers right now and you feel like you're:

- Spinning your wheels with what you're doing
- Running on a hamster wheel and don't feel like you can jump off
- Working way too many hours to reach even just a handful of prospects
- Doing everything yourself but getting no where for your efforts
- Wondering when the money is finally going to start coming in

Then you seriously want to schedule a 1on1 free call with me today!

Go to www.AskKat.biz right now!

What a Few of Kat's Clients Have to Say:



"Before I started working with Katrina I did not know how to get my new business off the ground or how to revive our existing business. Katrina helped me do both with enthusiasm coupled with "out of the box" ideas. ***I now have road map for my website business and our graphic design business has had more interest and activity than we've had***

in over a year. Thank you Katrina." ~ Stephanie Schriger, Owner, RealToughCookie.com, DesignandGraphics.com

"I spoke with Katrina twice in two weeks and as a result I have some new ideas that I'm very excited about regarding how to market my business and how to structure my services and products. More importantly, ***Katrina helped me get focused with an action plan and defined goals.*** Plain and simple, saying that my experience with Katrina was "worth it", does not nearly do it justice. This was an invaluable experience, one that potentially could completely change my business." ~ Kevin Harris, Owner, Chicago IL www.quicksolvers.com



"Katrina is serious and fun when it comes to helping you zero in on your business model and structure. ***She's got a knack for finding possible streams of income that you can start building and implementing right away.*** I also find her to be honest and upfront about her own business experiences which is so refreshing." ~ Helen Kim, Founder, New York, www.YourMoneyRelationship.com



"I am amazed at how much material we covered in such a short period of time. You didn't waste any time getting down to business. ***You focused like a laser beam and the direction you provided was right on target, practical and specific. Everything we discussed could and should implemented in a matter of weeks,*** if not hours. In fact, I began rethinking several of my marketing strategies the minute we got off the phone. It all made perfect sense. Often as entrepreneurs we can be our own worst enemy and you need someone like Katrina to push the levers you can't or won't for yourself. Katrina, I can't thank you enough." ~ Veronica Mayo, Founder, Vemayca Cosmetic Bags, www.vemayca.com

Don't forget you will be receiving my "JumpStart Your Biz Tips" Award-Winning weekly ezine! Every week I put all kinds of great information in it just for YOU, the small business owner or entrepreneur because I truly want to be able to inspire, motivate and educate you on how you can start making smarter marketing and business decisions in order to design the business that fits your lifestyle so you can stop fitting your life in around your business!

Here's to creating and enjoying the business and life of your dreams!



Katrina Sawa

Award Winning Speaker,
Jumpstart Your Biz Coach &
International Best Selling Author with 10 books
916-872-4000
katrina@jumpstartyourmarketing.com

P.S. You can keep hoping to change your business and make more money, but unless you are willing to do something different, take action and put together a solid marketing plan to follow - your chances for success are slim to none. So let me show you how to get a Relationship Marketing System together for your business now. Get started by chatting with me first in a complimentary Jumpstart Your Business Strategy Session – apply today at www.AskKat.biz!

Disclaimer & Copyright

The author and publisher of these materials have used their best efforts in preparing this material. The author and publisher make no representation or warranties with respect to the accuracy, applicability, fitness or completeness of the contents of this material. The information contained in this material is strictly for educational purposes. Therefore, if you wish to apply ideas contained in this material, you are taking full responsibility for your actions.

Every effort has been made to accurately represent this product and its potential. Even though this industry is one of the few where one can write their own check in terms of earnings, there is no guarantee that you will earn any money using the techniques and ideas in these materials. Examples in these materials are not to be interpreted as a promise or guarantee of earnings. Earning potential is entirely dependent on the person using our product, ideas and techniques. We do not purport this as a “get rich scheme.”

Any claims made of actual earnings or examples of actual results can be verified upon request. Your level of success in attaining the results claimed in our materials depends on the time you devote to the program, ideas and techniques mentioned; your finances, knowledge and various skills. Since these factors differ according to individuals, we cannot guarantee your success or income level. Nor are we responsible for any of your actions.

Materials in our products and our websites may contain information that includes or is based upon forward-looking statements within the meaning of securities litigation reform act of 1995. Forward-looking statements give our expectations or forecasts of future events. You can identify these statements by the fact that they do not relate strictly to historical or current facts. They use words such as “anticipate,” “estimate,” “expect,” “project,” “intend,” “plan,” “believe,” and other words and terms of similar meaning in connection with a description of potential earning or financial performance.

Any and all forward-looking statements here or on any of our sales material are intended to express our opinion of earnings potential. Many factors will be important in determining your actual results and no guarantees are made that you will achieve results similar to ours or anybody else’s. In fact no guarantees are made that you will achieve any results from our ideas and techniques in our material.

The author and publisher disclaim any warranties (express or implied), merchantability, or fitness for any particular purpose. The author and publisher shall in no event be held liable to any party for any direct, indirect, punitive, special, incidental or other consequential damages arising directly or indirectly from any use of this material, which is provided “as is”, and without warranties.

As always, the advice of a competent legal, tax, accounting or other professional should be sought.

The author and publisher do not warrant the performance, effectiveness or applicability of any sites listed or linked to in this report.

All links are for information purposes only and are not warranted for content, accuracy or any other implied or explicit purpose.

This material is © (copyrighted) by K. Sawa Marketing. No part of this may be copied, or changed in any format, sold, or used in any way other than what is outlined within this material under any circumstances.