



Tradeshaw Networking Tool Kit

PLUS EXHIBITOR CHECKLIST

BY KATRINA SAWA
CEO OF JUMPSTART
YOUR MARKETING

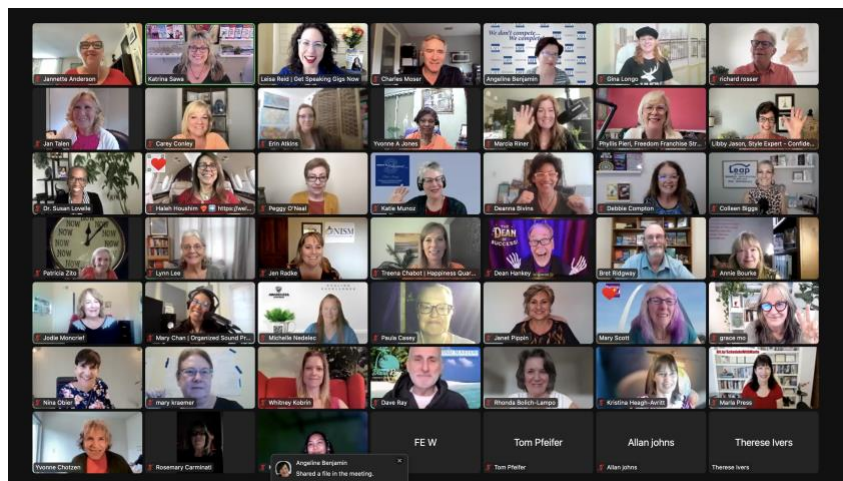


Tradeshow Networking Tool Kit:

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 JumpstartYourBizNow.com and JumpstartPublishing.net

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Tradeshow Networking Tool Kit:

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

By Katrina Sawa, The JumpStart Your Biz Coach

- **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 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 37 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 over the 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.

I put together a Tradeshow Networking Tool Kit to Maximize Your R.O.I. with Vendor Displays, Speaking Gigs and In-Person Networking Events – It's basically a very Comprehensive Learning eBook.

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 business/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. **Networking Secrets**
7. **Automate Your Follow Up to Double or Triple Your Reach and R.O.I.**
8. **Tradeshow Vendor Success Strategies**
9. **Getting the Most Out of Attending Tradeshows**
10. **Options for Continued Learning and Implementing**

BONUS CONTENT:

- **Tradeshow Packing Checklist**

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.

Especially now, with Zoom networking and events, networking is still 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.

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. Katrina is an International Best-Selling

Author with 22 books including *Love Yourself Successful*, *Jumpstart Your New Business Now*, and the *Jumpstart Your _____* (blank) compilation book series. She is the creator of the Jumpstart Your Marketing & Sales System, Jumpstart Yourself as a Speaker System and Jumpstart Your Biz in 90 Days System.

She is also CEO of Jumpstart Publishing where she has the pleasure of helping 40-70 entrepreneurs every year become best selling authors.

She has served thousands of businesses around the world. She enjoys inspiring, motivating and educating entrepreneurs, speakers and professionals to move faster and more affordably towards your ultimate revenue and professional goals using online and offline relationship marketing strategies, leveraged business models and ongoing accountability.



Katrina is an energetic, tell-it-like-it-is speaker and award-winning coach who has been featured on the Oprah and Friends XMRadioNetwork, ABC, TheCW, the LA Tribune and hundreds of podcasts. She's a featured contributor to the Women Speakers Association, Women's Prosperity Network, Polka Dot Powerhouse, eWomenNetwork, NAWBO, the Evolutionary Business Council, and the Public Speakers Association of which she was awarded the National Collaborator of the Year Award in 2016. Katrina is also a two-time nominee for the Wise Woman Award with the National Association of Women Business Owners.

With 37 years' experience in sales, business and marketing Katrina speaks to groups of all sizes and works with dozens of different kinds of industries and businesses. She lives in Northern California with her husband Jason, step-daughter Riley and their German Shepherd / Border Collie mix, Luna. She enjoys entertaining, traveling, wine-tasting, paint night parties, hosting mastermind retreats and events and just getting together with friends.



From the Corporate World to Becoming a Solopreneur!

As a former advertising Account Executive at the largest newspaper in the Sacramento, CA area, Katrina loved working with small businesses on how to effectively market their business; often times recommending strategies other than advertising in the paper because they would be more effective for the advertiser.

As a Sales & Marketing Director at a retirement community she loved the guerilla marketing tactics used to build relationships with her referral sources and contacts.

From those two corporate positions, Katrina decided that in her heart she really wanted to work with small business people and entrepreneurs to help them make sure they had the knowledge and tools they needed to make educated marketing decisions (and to stop making costly mistakes!).

Katrina enjoys inspiring, motivating and educating other women entrepreneurs (or wanna be entrepreneurs) on how to design a business to fit your life and frees you up to do the things you love. A business that's primarily online with automated services and products plus high-end coaching, consulting or speaking (this is called leverage!).

Katrina constantly tells entrepreneurs she meets, **“The fastest way to build a successful business is to automate, delegate, systematize, build your list and talk to your list regularly in order to be on top of mind at all times.”**

To read more about Katrina, go to the [About Kat page](#) of her website now or check out her blog at <https://www.jumpstartyourbiznow.com/blog>.

Now...on with the show...

Tradeshow Networking Tool Kit:

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

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. Often times I'm walking around to some of the vendors with a sharpie, a wine glass from the hotel bar and

some paper making them quick signs that say, “Drop Your Card to Enter to WIN!”. I share how important it is to collect info, I can’t believe how many people forget to do this!

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 examples on my website www.jumpstartyourbiznow.com). Ideally, you want to send them to a direct opt in page for a freebie, not just a free consult. People that don’t know you well yet, aren’t likely to sign up for a consult and if that’s all you offer, they may never even get on your list!
- 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!). Remember, people may not always go online themselves to order, and you want to take charge of completing the sale while they’re hot/interested.
- 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. Or pull out your phone and schedule the follow up call on the spot.
- Remember the “verbal opt-in”. This is where you ask someone who sounds interested in what you’re doing/offering if they’d like you to ADD them to your email list. They often will do that, especially if you tell them, “Hey, I’ll send you a free X if you give me your card, and then add you to my emails?”

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.)
- Your free drawing gift should be something that everyone will want (not a discount though, that's not free) 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.)
- Collect first name, last name, email, phone number AND mailing address! Too many people make a huge mistake and only collect names and emails. But emails are more undeliverable every day. I highly recommend that phone calls and mail are part of your follow up system and plan.
- Have lots of free resources and information on your table that people can grab. Brochures are good if it's relevant, even tip sheets which are like a short blog post, or I could take various checklists from within THIS eBook for example and could use those as tip sheets. Add call to action and a testimonial too!
- 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 or set appointments for off vendor/event hours.)
- 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:

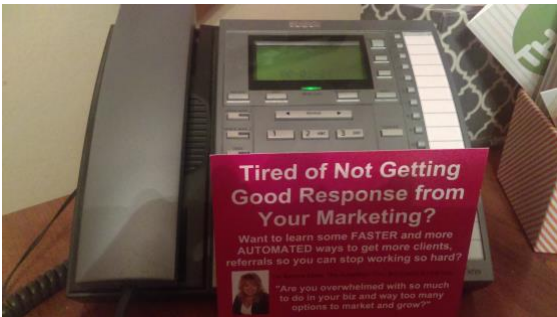
- Make sure your talk is designed to have your audience take action on whatever it is that you're trying to promote, don't just add a sales pitch in at the end that sounds funny.
- Have something to sell in the back of the room besides a \$20 book or 1 hour coaching session – this is your opportunity to make \$1,000's in the back of the room sales if someone really resonates with you! If you don't have a high-end thing to sell, then you won't sell it – so create it!

- Give a ton of great content and try not to be salesy.
- Make sure you capture the contact info of your audience one way or another – a giveaway, drawing, hot seat, text message campaign, QR code to freebie on a slide, etc.
- 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 email list, 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 your 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 request, LinkedIn connection, PMs via IG, etc. 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 usually aren’t in that position. Besides, your customers are likely meeting new people. They may be meeting someone who can handle their ‘whatever it is’ instead of you.

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 mostly on Zoom calls but I am looking into getting back more in person in my local area because I want to start hosting events again.

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!

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.

You can always follow up later and send them your card and info!

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, get 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 webinars online too but keep in mind that you get what you pay for!

I happen to have a great 2-part Big Picture Business & Marketing Training. It's previously recorded, it's how I teach my coaching clients how to plan their year out, what to launch, where to market, etc. If you want to check it out, go to the Trainings page on my website for that and other reasonably priced trainings by topic at www.JumpstartYourBizNow.com/trainings.

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:

1. You're everywhere and everyone **knows you**.

- 2.
3. You have a **professional** and recognized brand.
4. You're extremely knowledgeable and **it shows**.
5. 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 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.
2. **Be Prepared** – Now that you know where to network, make sure you are prepared for the event. Have professional business cards with an updated headshot of you. Bring a few flyers, brochures, order forms, books and more with you all the time in case you find a hot prospect. (Why do you think I usually carry such a big purse!?)
3. **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.

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 freebie 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.

4. **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.

5. **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 list. Of course, I learn something from each event and at each event I'm going to be open to finding clients, referral sources and speaking opportunities; but each have certain dynamics that I wanted to take advantage of – I'm always looking out for 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 do you do/what is your business?
- What are you focusing on in the next 6 months?
- What do you do for fun?
- What do your clients say about you?
- 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.

6. **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?

7. **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!

8. **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.

9. **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. 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.

10. **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!

11. **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.
12. **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). You can send them a direct private message via one or two social sites too, don’t assume your email gets through though, most will go into spam or trash the first time you send someone something. 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. Same thing goes for text message marketing – you can’t just add people to a text campaign. You can text them once to check in perhaps but unless they specifically say you can text them I wouldn’t.



Besides, not everyone's phone numbers ARE cell phone numbers. 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, freebies or events, 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 or agree via the verbal 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 free training on follow up on my website too; go to www.JumpstartYourFollowUp.com!

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 or a copy of your book.

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.

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 number of prospects every month with the same level of intimacy and personalization which could lead to 10 times the number 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, delegating, 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, I do that in my coaching with clients. *There is a LOT to set up and implement around all of this, but I do it all WITH you when you work with me.*

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 implemented by an assistant you know?

Now the tough part is though to know WHAT EXACTLY to say in each of these instances. **Getting some help to construct these initial templates** is the key to being more confident and focused on 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? ME! I have plenty of templates that I give to clients. Plus, I talk through specific changes and custom copy for you too. Let's talk about this and how I can support you, sign up here: www.AskKat.biz

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, clients 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. It also positions 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 and drive them to action.

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 opportunity**; 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 cool stuff of course too, and have a prize wheel – some even win books! 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. If you're flying in or can't bring a nice basket/bowl, I often grab a wine glass from the hotel bar – it works!

8. **Offer incentives or Bonuses** if visitors sign up for your program or make a purchase today. You can offer a discount or a bonus just for taking the time for a consultation. For example, offer a \$10 Starbucks card when they show up for their appointment, 2 for 1 books, or throw in a free 90-min deep dive call with a 6-month coaching package.

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 laptop, 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'x7' 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 tradeshows.

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!

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. Marketing Materials – flyers, table signs, collateral, brochures, business cards
2. Order forms with credit card info
3. Plastic (or other) sign holders, picture frames also look good, for displaying business cards, brochures, flyers, and signs about your free drawing, etc.
4. Promotional giveaway items (sticky notes, buttons, mouse pads, etc.) and basket or bowl to display them possibly
5. Big fishbowl or basket to collect business cards for drawing
6. Sign-up sheet for email newsletter or drawing slip to enter drawing (I've got a great template for that, ask me!)
7. Drawing prize
8. Risers for table display to have different levels on your table to make it visually more appealing. You can use a plastic riser or even an upside-down box if it stays in place. I bring cloth napkins to fit my brand, and drape them over that putting other things on top, like books or a sign.
9. Extra tablecloths, colored napkins and/or tooling to match your brand
10. Banner or large floor or table sign
11. Balloons, matching colors to theme?
12. Office supplies to have on hand: regular pens, large markers, extra paper for handwritten signs you forget (I like bright yellow card stock so I can fold it in half for a sign in case I don't have another holder – and I purposely don't want this to 'match', I want it to POP on the table so it's not missed), regular tape and packing/duck tape, tablecloth clips/holders, paperclips, safety pins, Velcro stickers, metal banner hooks, clipboard(s), rubber bands, stapler, scissors, name badge holders or nametags, twine or string (just in case). I've used ALL of these before.
13. Basket of candy or some edible goodie that people will want

14. Flowers or something similar to spruce up table if need be
15. Portfolio, computer or brag book to show your clients or work
16. Other printed materials – tip sheets, testimonial sheets, list of your services and fees
17. New client packets or applications for program
18. Ice chest with bottled water and snacks
19. Camera (take pics of yourself, booth and others for marketing!)
20. Laptop, mouse and power cord if you want a digital display or want to play a looping video promo, not for checking your email while there
21. Printed introduction sheet for when you speak
22. Products, books, journals for sale on your table
23. PowerPoint presentation on flash drive and possibly projector or remote mouse or clicker if you're speaking and batteries
24. Extra shoes in case your feet start hurting, switch
25. Cash for emergencies, food, etc.
26. Cell phone charger
27. Flip chart paper and easel if presenting
28. Extension cord if you have electronics
29. A positive attitude that enough of the right perfect people will come your way and be interested in what you've got

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 in a **complimentary Jumpstart Your Business Clarity 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. Apply 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 consider honing your skills in a few areas with a few of the online trainings that I have because what I've found is that when you aren't exactly sure of what to do, you won't do anything at all! www.JumpstartYourBizNow.com/trainings

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 ALL of 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?

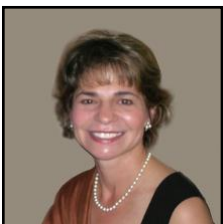
When you come talk with me you will see how easy it will be for you to market to THOUSANDS of your ideal prospects and clients every month which will bring response, interest, interaction and CASH back to your business, programs, products and services.

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!



*"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*



"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



Remember: You want to watch for my “Jumpstart Your Biz Tips” Award-Winning weekly emails! I put all kinds of usable content and 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 &
14x International Best-Selling Author with 22 books
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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 speaking with me in a complimentary Jumpstart Your Business Clarity Session – apply today at www.AskKat.biz!