

Six Simple Steps for Success at your next Family Life Show

Here's How You Can Get the Most Out of Your Event.

I. Define Goals.

How many customers do you want out of this effort? Do you want to: Gather qualified leads, take orders, build name recognition, introduce new products, enhance visibility, increase market share?

- How much space do you need? Sometimes two spaces are better than one.
- What literature should they leave with? Use sparingly and follow-up with more info after the show.

II. Plan Your Booth.

Think: Display, Demonstrate, Dazzle, Close.

A. Get a Big Sign or Banner Your name is good. Better yet, tell them something new in the headline!

B. Get a Smaller Sign that tells them what to do now!

An 8x11 to poster size which gives your future customer a reason to spend one minute giving you information or talking with you. The Smaller Sign can announce:

1. A drawing prize.

- A. 'Enter to Win' your product/service works well. Have as many winners as you like.
- B. Make an entry form. Decide what information you want on the entry form, keep it short. Make your entry form with your logo, a few check-box questions, plus contact info. (Plan to write additional notes on the back.)
- C. Bring 200 lead sheets and a fishbowl or cookie jar.

2. A **show special**. Give qualified prospects a good reason to take action soon, such as a discount or a free offer. Example: "Save \$100."

3. An **activity** that fits your goals or theme to draw attention. Is there an easy kids activity you can incorporate?

4. A **'freebie' or giveaway**. Doodads with your name are nice. Food is always good.

C. Plan how you will use your booth space.

- What do you want to showcase? (The more you show the more you sell.)
- How will it be displayed? Attractive displays make more sales.
- Will there be any demonstrations?

III. Plan Your Follow-up.

1. Write a follow-up letter before the show and mail within 5 days of the show.
2. Thank customers for stopping by and offer them something to take (e.g., newsletter, savings, etc).

IV. Advertise Your Booth Space.

Promote your presence and place yourself on their 'must see' list. (They'll have little time to see a lot.)

- A. Place pre-show advertising. Say "Come See Us at the Show..."
- B. Mail invitations to your current prospect list. Call and invite customers and prospects personally.
- C. Enhance customer relationships by inviting current customers, too. Hand out flyers through your store/office.
- D. Add a letter for a special touch, include a flyer as billing stuffers. We can provide our Baby Fair flyer for free.

V. Train Your Staff.

- A. **Staff should stand**, not sit, ideally.
- B. Clarify what your goals are; motivate and make it fun and rewarding.
- C. Attend FREE Show and Sell Seminars. Call for more info
- D. Put the cell phones away and focus on the guests.

VI. Enjoy the Show. Smile.

- Take breaks. Having an extra person for setup and clean-up helps.
- 90% of your success will come from the enthusiasm and energy of your staff.