

# Twelve Secrets to Successful Exhibiting

## 1. Image

### **Create an attractive professional-looking booth.**

- ❖ Signs, photographs, clothing, and other imagery will be most effective if they look beautiful, nourishing, sacred, or display some other positive quality that attracts attention from a distance.
- ❖ Signs work best at eye level, so hang banners from the pipe and drape behind your booth, or use an easel or roll-up banner.

### **Look Your Best.**

- ❖ Dress professionally according to your field of expertise.
- ❖ Be authentic and colorful to stand out and attract positive attention to yourself.

### **Use visualization, sacred geometry, & other manifestation aids.**

- ❖ We'll share some specific techniques with you in our newsletter.
- ❖ Meanwhile, see yourself as successfully fulfilling your objectives.

## 2. Words

**Spread the word about yourself** before, during, & after the event

- ❖ Ask for email addresses & Facebook or other social media names.
- ❖ Send emails and invite friends to our Facebook event pages prior to the event. We reciprocate by featuring exhibitors in our Cooperative Marketing Promotions who invite people to that page.
- ❖ Let us know what else you are doing to promote the event so we can partner with you.

### **Testimonials**

- ❖ The more respected, famous, and well-loved the source, the better.
- ❖ Get written and videotaped testimonials and stories about the positive experiences clients and customers have had with you, your services, and your products.
- ❖ Get more stories at the event and wherever you help people.
- ❖ Put the stories on your website, social media, etc.

**Hire somebody to help promote you at your booth.**

- ❖ This works best if the person is friendly, pro-active, and have a great story or personal testimonial about you.

## **Talk to a lot of people.**

- ❖ Along with talking to people at your booth, if possible give a talk so you can share something helpful or inspirational with several people at once.
- ❖ Written words on signs should be large enough and legible enough to be read from a distance.
- ❖ Convey what you do in simple clear familiar words that let folks know immediately what your product or service is.

## **3. Feelings**

### **Be friendly.**

- ❖ Expos provide a place to make friends with dozens of people who will quickly become part of your expanding network of friends, colleagues, clients, and customers, all of whom will be instrumental to your growing success.

### **Give away a positive experience at your booth.**

- ❖ Helpful information
- ❖ Uplifting conversation
- ❖ Inspirational ideas

- ❖ Games, raffles, and prizes.

### **Schedule a free presentation.**

- ❖ Make it experiential for participants
- ❖ Create feelings of love, abundance, and happiness, rather than giving a lecture on information only.
- ❖ Spread the wealth of gratitude.

## **4. Products and Services**

### **What can you do to increase success?**

- ❖ Be available at your booth during public hours.
- ❖ Be attentive to potential clients or customers.
- ❖ Be aware that others in your booth may convey the idea that you are busy with a client. If you're available for sessions, make that clear, and offer an accessible sign-up sheet.
- ❖ Wear name tags.
- ❖ Don't leave early unless it's an emergency, and then be sure to make arrangements with the staff first.

## **What need are you fulfilling for others?**

- ❖ Identify a niche for yourself that clearly fills a real need. What ingredients do you provide for a life of health, wealth, love, and happiness?

## **Evaluate your results.**

- ❖ What more might you do next time to improve your product, service, or sales? Note what works and what doesn't.
- ❖ If you notice others being more successful than you, pay attention to what they are doing.
- ❖ If you'd like outside feedback, ask your neighbors or the event staff for suggestions. We are there to help.

## **5. Passion**

### **Harness your passion about your product or service.**

- ❖ Why do you feel passionate about what you are offering to the public? Spread that passion to potential customers and clients.

### **Be pro-active.**

- ❖ Take the initiative to introduce yourself to people. (Friendliness works better than being pushy, btw.)

### **Set goals for yourself.**

- ❖ What is your desired outcome?
- ❖ For example, a holistic or metaphysical practitioner might have a goal of doing 10-15 sessions at the show & establishing 3-5 new regular clients for private sessions at their office. An MLM booth might plan to get 50 leads & turn 25% of them into sales.

## **6. Co-Creation**

### **Be mindful that we are co-creating these events together.**

- ❖ 70% of sales are about relationships. By spreading good vibes, we all benefit.

### **Be a good neighbor.**

- ❖ Some things are counterproductive in booth situations. Sounds and scents affect everyone in the area, and some people attending the expo may have sensitivities that are easily triggered.
- ❖ Therefore, please do not play loud music or have loud conversations.

- ❖ Please refrain from burning sage or incense.
- ❖ If you plan to play promotional videos on a TV in your booth, ask us when you register. We'll need to locate your booth away from practitioners.
- ❖ As always, if in doubt about something you plan to do, please ask.

## 7. Belief

### **Spread faith, hope, trust, and other positive beliefs.**

- ❖ Please describe your product or service as accurately as possible. Satisfied customers enjoy receiving exactly what they've been promised.

### **Optimize your attitude.**

- ❖ Inspiration, enthusiasm & positive thinking are contagious.

## 8. Structure

### **Have a system that works.**

- ❖ Develop a system that works for you to meet lots of people and bring a good percentage of them to the point of buying your products or using your services.
- ❖ Offering something free or at a discount allows people new to you to explore working with you or taking a closer look at your product.
- ❖ If you're too shy to sell yourself, (which is often true of practitioners) you might benefit from having someone else in the booth who promotes you.

**Spend your time wisely.** Here are some guidelines about what percentage of your time to spend on which activities:

- ❖ **10% Qualify:** Spend time with people who are open to, interested in, and can afford what you are offering. The more time you spend with the public, the more cues you'll learn for how to distinguish the customers that are truly seeking what you offer.
- ❖ **10% Inform:** Give potential customers or clients enough, but not too much, information about who you are, what you're offering, and what problem of theirs you can solve.
- ❖ **70% Relate:** People generally make appointments with or buy things from people they like. Spend much of your time building friendly relationships with attendees and other exhibitors. Your conversation



doesn't have to be all about what you're selling. Find common interests. Develop rapport. Build a network. Cultivate the relationships and contacts that you establish at the event.

- ❖ **10% Close:** Remember to close the deal. You might wish to offer discounts, show specials, or other incentives to close at the event. Practitioners might wish to offer a complimentary strategy session, discovery session, or breakthrough session by phone, with a special offer at the end for a long-term program at that time.

## 9. Healing

### **What problem are you healing, fixing, or solving for others?**

- ❖ People at these events often come with the intention of getting help with Relationship, Money, or Health problems they'd like to overcome. They might have a physical health problem that defies healing through conventional means. They might be lonely and looking for a new relationship, or need help extricating themselves from the one they're in. They might need to overcome limiting emotions or beliefs that have been affecting their physical, emotional, or financial situation.

**Practice introducing yourself in a way that identifies a problem and a solution you have to offer.**

- ❖ Helpful formula: I help people with this need or problem to achieve this kind of success or solution. Example: “Hi, I'm Dean. I help holistic and metaphysical practitioners and entrepreneurs grow their businesses by connecting them with clients and customers at events and online and helping them learn how to market themselves more effectively.”

## **10. Inspiration**

**Offer something inspiring or helpful up front.**

- ❖ Examples include a free talk or experience, a raffle prize, a helpful video, or some helpful advice about something they ask about.
- ❖ This applies to what you offer at your booth, but also in your communications by phone, email, or social media before and after the event.
- ❖ Most of your posts on social media and emails should be helpful and inspirational, with occasional promotions of products, services, and events.

- ❖ You can also arrange or participate in helpful and inspirational interviews on radio or television prior to the event.

## 11. Subconscious

**Reprogram your subconscious mind for success.**

- ❖ Take advantage of techniques for reprogramming your subconscious, including Self-Hypnosis, Energywork, and the many techniques that you and your fellow exhibitors and speakers know about or offer.

## 12. Spirit

**Work with spirit for assistance.**

- ❖ I once noticed that an Angel Communicator was busy all day at an event, while most of her neighbors were twiddling their thumbs. I asked her what her secret was. She said she gets to the event early, and after she's finished setting up her booth, she spends at least 15 minutes asking her Angels to go out into that community and bring in all the people that can most benefit from her services.

- ❖ This works. I once brought myself back from a near-death experience that was going on a bit too long, by asking Archangel Michael to protect and heal me.
- ❖ Ask! Because of Free Will, Angels cannot interfere in our lives unless we ask for assistance.