

Online Events for Beginners

How to get the most from this
Amazing Media



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**Online events and parties are one of the best, most cost effective ways to
reach your market online. As the popularity has grown many new sites are
sprouting up this e-book is designed to teach you what you need to know to
choose the best places to join, and how to get the most out of these venues.**

**You will find contributors to this ebook listed in the
Special Thanks section at the end.**

Chapter 1: What are online events?

Online events are nothing new; I attended my first ones in 2000 at a site called Her events which is no longer in business. There were tables; each person or group had their own rooms. There was a page to present your companies products and a chat room where you could participate or you could host a chat in. While this was good it was also new and traffic was not yet established. I learned a lot and did make some contacts. Being a chat host at iVillage at that time, I found and still find chat rooms one of the most effective tools for business.

In 2003 we hosted our first online expo with around 70 vendors. At another online event center called Mouse Connection, and it was a learning experience again for me as I was building each table, setting up and recruiting the vendor and doing promoting with a group of friends. That was the first Celebrating Home Business Fair, and this year 2007 and I must add; we are hosting our 5th Show, and our 4th in our Own event center.

Online Expos and parties are designed to put you in front of real live people in a chat system, and give you the opportunity to make new connections and gather leads, showcase your business, product or services and yes make some sales. It is first and foremost a great place to connect with others and get the word out about your business.

We hope this ebook will give you a better idea of the importance of these events and how to get the most out of this amazing Media. Online event and parties can put you in front of people but what you do with those opportunities, leads and contacts are up to you.



**Online events are all about vital and cooperative marketing.
It is up to everyone involved to promote, tell your friends, tell your family
and spread the word.**

Let's take a look at what Cooperative Marketing is.....

What we are seeing is more and more people coming online and finding it a creative outlet for their business. Many however (like me in 1999) know very little about the World Wide Web aka internet aka Information Super Highway. It is a great and excellent tool but that is all it is. You can learn anything you may want about business, or pretty much everything else.

You need others to help you online to be successful. People, because of the schemes and scams out there rarely do business with people they know right off the bat. And one person or one website is but a drop in the Internet Ocean, unless there is experience with advertising or knowledge of marketing but yet many seem to think a website is all your need. It is not that easy! If it were we would all be Thin and Rich.

The internet will not create business for you; we still have to do that. But it can make things easier. One of the trends we see that is growing are online events like this one, at my Network the Small Business Referral Network we started hosting online events over a year ago. And I was personally introduced to them in 2000 – 2001. Today there are more sites than you can shake a stick at and not all are created equal. Find a Group you feel good about joining is the Key to Success with online events.

What we do when we join together is we spread business wide and cast a broader net. When we join with others the circle of influence grows, more contacts are made, and the more chance of leads, associates, or sales. I say advertising, you might catch one fish at a time if you're lucky but by networking and joining with others you are fishing with a net. It is spreading your business horizontally wide and far rather than vertically.

Networking is Vital online and not just being part of groups and posting ads. No one will take you serious if that is all you want to do. Rather it is about getting to know other people; people that know other people and may become customers of yours once they get to know you.

Volunteer, share, tips, articles, advice with others, and help our groups like This one or other Ryze or business communities, embrace live networking online and get to know the people behind the keyboards.

Online events are cooperative Marketing and can be very vital. Imagine 20, 40, 60, or 100 business owners all joining together and reaping the benefits. These business owners work at a team so that everyone achieves more.

The best use of online events, and there are many ways to make them successful, while sales are a general objective and certainly something to shoot for, you will find that once

again you have to give people time to get to know you. Collecting leads is another great goal for online parties, listing a newsletter or giveaways you can collect names and emails from but always ask for permission to contact people. The Follow up, follow up, follow up, is the key.

Making new contacts is important; you will find common ground with others, and ways you can do joint ventures, for great ideas and finding ways to co-op your marketing. There is safety in numbers. Where you may spend hundreds of dollar offline for events most online events are under \$20 many under \$15 and some under \$10. And if everyone is doing their part that can generate lots of traffic and leads in the two days to two weeks events are going on. But to make the most of it you must participate daily, not all day perhaps but drop in often, support others in events, make an effort, play a game, offer a prize, and get to know people.

Online events are one of the cheapest forms of marketing you can do, online or off and you can if not walk away with, as some might put it, TONS of sales (this rarely happens) walk away with Lots of contacts and some great well earned education on how things happening online.

If you are not a joiner, do not want to put forth an effort to be a part of a group, organizations or marketing cooperative then it is best that you do not even join as these groups depend on the efforts of all their members in the cooperatives. Unfortunately it means you are cheating not only yourself but other members if you are not willing to participate.

There are several styles of events to choose from; my advice is find one that is supportive and offers you help and a group that is interactive and plugged in. You should feel you're a part of the group; not on your own.

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There are generally three types of events, let's take a brief look at each one.

Free for alls, these are very busy fast paced events but also very confusing and disorganized. You find people trying to out-chat each other, vendors throwing out offers all day long, no real moderation unless someone that is not a vendor mistakenly put up a link then action is usually swift and unfriendly. Now no one that has not paid for an event should be promoting let's make that clear but I have seen some innocent people made to feel very unwelcome for making a mistake at such events. Moderators should Private message you if you make a mistake. And if you did not pay please do not attempt to promote your business at a sales event that is just not the proper way to network or get the word out.

Time Slots, These events give you a set time, 30 minutes to an hour, and date(s) to show up and present your business events are generally a day to two or three days long. These generally have moderators who will keep things running smoothly for the group and welcome guests and may host games ect. They are effective and, if the vendors show up, run very smoothly. One draw back to such events is that often many vendors will only show up for their time slots and then leave right afterwards. Some do not spend time supporting the entire group and ignore other vendor's presentation. Most of the group will resent people that act this way, especially if it is an established group and one or two are seen as people that consistently do this. If you join any event you should support the event make time to spend there and be an active participant. It is up to the site owner and all vendors to get out and promote these events the more people participating the more advertising that should be seen. Often if you pay and miss your time there is no getting another chance, you lose that chance to present your business.

Round Robin events: These work best for larger, more diverse groups, who have many members where it is hard to track who is going to be able to show up at which times. Some members may have jobs; some might have children and events or meetings to go to during the day or evening. What these events do is allow the group to come in as time allows and everyone gets a chance to present, generally in the order they arrived. Times can vary from 30 minutes with smaller group to 10 minutes with a larger group. Now ten minutes may seem short but we will get into presentation later on in this e-book and you will see that a well thought out and concise presentation can deliver a lot of information and keep peoples attention even better then a longer 30 minute presentation does. It is all about delivering your presentation in a fun and effective manner. Generally a list is made up to start and new people are added in as they come in. If someone is not paying attention when their time comes up they will get skipped. This is what is helpful at these day long events, there is a steady flow of people in and out all day long and they all know that they will have to wait a bit before getting to present their business and specials.

Also, through out the day, breaks are taken where all vendors are asked to post one special or their links so that everyone has more than one chance to share their links and those waiting can show a special before their turn comes up. It is up to the moderator to give everyone a chance and send messages if someone is going over their time or it is times up let's move on, however vendors are generally responsible to planning it out so they do not go over. These event are easier for many people to attend as they do not have to fear losing out. You can drop in and plan on spending some time and getting a chance to present. Now one thing I don't recommend is waiting till the last hour, if you do that and many others do that also you might not get to present at all if time runs out.

Those are the three main types of events and you can try them all out or you can spend some time visiting and watching events to see which ones you might want to try out, what might fit your personal tastes. Look for a group that is friendly; that welcomes you as a guest. If they seem standoffish they probably are and those types of events might be hard to break into as a vendor. You want a group that is supportive of both members and guests and that welcomes questions. Personally I do not stick around long if no one

bothers to say hello to me at an event I am visiting. Guests want to be acknowledged much the same as you want a waiter or clerk in a store to say “hello” and “I will be right with you”.

Bottom line is finding a group of people you feel comfortable with is key to success. If there is no group and not the support you feel you need; keep looking. You want to have the help getting started that you deserve and only a well established well run site and group will do that for you.

You want to find a leader that cares about you and the events and is there to offer advice or at least has a group set up that can offer you assistance getting started.

There are also sites that offer audio and video chatrooms not all are user friendly but might be for you. Our own group prefers the text chat and we use flashchat that is pretty much 98% user friendly as long as you have updates on Flash Player and a reliable connection. Dialup is acceptable however you might have to cut back on what is open to run almost any chatroom as they tend to take up a lot of resources on your computer. It is important to find a site that has chatrooms that work for you. It may however be your computer and you might have to consider upgrades. As things get faster online old, outdated computers will have issues. Also dial up vs. high speed access will also slow you down create lag, make it easier for you to be booted out of chatrooms.



You can visit our events and hang out to see how online events run and how vendors use this media to network and attract new potential business associates and sales.

<http://expo-connector.com/chat.htm>

is where to chat. To get the latest party days and times visit,

<http://expo-connector.com/upcomingevents.htm>

To check out our Vendor Halls and the Tables you can drop in anytime.

<http://expo-connector.com>

Our site offers things that you might not find at other parties. We have Exhibit Halls where we host live vendor tables 24/7 so visitors can come and shop anytime 365 days a week.

Leaders for each hall helps their vendor groups get started, set up, host exclusive hall parties for their teams. And help run the events.

We do not charge by timeslots or events you get include in all events in our cooperative.

I want to thank our Leaders we just could not do all we do without your assistance.

Chapter 2: Getting ready to do your best at shows.

If you are new to online events or an experienced vendor it is up to you to make the most out of each sale opportunity and event you are involved with.

It is up to you to find creative ways to get the word about your business, collecting leads and making sales.

This chapter will give you ideas and advice on how to make the most of these opportunities.

Getting the Most Out of Online Events

Article Donated by Eleisia Whitney Watkins Independent Manager 335001

You will find our more about Eleisia in our contributors Section.

If you've signed up for an online event (paid the fee for a time slot and donated a prize, if required), the most obvious first step is to show up.

Come prepared for the event and plan to stay for a few hours if it is an all day event. Join in on the activities; get to know the other vendors and visitors, and let them get to know you.

If you plan to sign up as a vendor it might be a good idea to attend a few online parties and chats before your first event. Learn how the chat room or party room works so you aren't nervous and awkward. You don't want to waste your time figuring out how to present your business information.

Follow proper chat etiquette. Never jump right in introducing yourself and your company as someone else is probably presenting. Wait for the party or chat hostess to greet you and explain how the event is being conducted. Often, the hostess will private message you so the presenter is not interrupted. Don't be surprised if a message box pops up on your chat screen. The presenter will often welcome you to the event. Say "hello" and then wait for questions or your turn to present.

If you are a vendor at the event, plan ahead for your presentation. Write on a piece of paper a list of topics you plan to cover, such as product descriptions, discounts you are offering during the event, business opportunity information, your email address, and your web site URL. Keep your catalog and other business information near your computer for quick reference.

If you want to make sure you don't forget something important, write your presentation out in Word and then "cut and paste" the information into the chat window. It's easier for the guests to read short bits of information rather than long paragraphs.

When it is your turn to present, introduce yourself and tell what company you represent. Describe some of your products, giving their features and benefits, so your guests see how they would make their lives better. As your presentation progresses don't get so wrapped up in the information you are typing that you overlook guest's comments and questions. Welcome new guests as they arrive. You want them to know that you appreciate them taking time to attend.

If you write a company newsletter tell your guests about it and tell them how to subscribe.

If you offer a free catalog tell them how to request one.

Repeat your web site address, email address, and discount or special offer several times during your presentation or at least at the beginning and end.

If time permits play a game and give away a prize. Let your guests know at the beginning of your presentation that you will be playing a game a little later so they are attentive.

Games to play (tell guests where to find the answers before you begin, such as your web site or online catalog)

- Unscrambling words relating to your products and business
- First to answer questions about your products and business opportunity
- Make up your own game about a holiday or special interest related to the online event.

Prizes for your game

- Product samples

- Small pocket-size product
- Gift certificate
- E-book

Choose prizes that do not cost a lot to send to the winner to minimize your costs.

You may not be able to cover all the information and activities you have planned. It's better to have too much prepared than not enough.

Most of all enjoy yourself! Get to know your guests and let them get to know you. Make your products and your company memorable.

It's not just about making sales!

A misconception that many newbies have about events is that it has to be all about making sales. In reality while everyone want more sales the best use of the Media is getting the word out about your business, meeting people in a live format keyboard to keyboard, and building your business relationships and networking contacts.

Events are excellent opportunities to meet new people that share similar goals as you do to further their homebased businesses. It is an opportunity to share information, gather new contacts, and leads, find other that you can do some creative marketing with, and build relationships that will not only lead to sales if not right now, then down the road, and referrals as well.

People to more business with people they know and trust. With scammers' rampant online and shady offers, live events are an excellent way to check out new businesses, and build trust with member and guest that are looking to do business with you. They are a good way to ask question about a business opportunity and get an answer about cost, quotas, and discounts right there. Live events put you in front of real people who are there for two reasons, either like you to make new contacts and promote or guest who are looking for products or business opportunities.

Now you need to find ways to collect leads, you can offer freebies they need to give you an email address for, play games, offer a newsletter, or simply say I would like to add you to my contact list, may I have you Instant messenger IDs or email address. It is important to ask at each and every show your ad. You goal should be not only to get sale but to add new contacts from each event you do.

Have great deal if you want to get sales it is important to offer a sale exclusive to the event. A one time offer they can get only if they buy now. This can be free shipping a super discount. But make the group understand that is it only for the Duration of that particular show that they will get your special deal. This should help increase your opportunity to get sales.

Make sure you come away with at least some new contact at a show. Sometime it take a long time to get any sales do not give up. People again have to get to know you and trust you. Don't be discouraged if you don't make a sale your first shows just try to get a few new contacts. And don't assume that online shows do not work because truly is it one of the most successful way to grow more business and one of the most affordable ways to grow more business online today. You just need to find your best deals and the right group of people to work with. And it takes time you should give a group or do at last 3 events before making up you mind if you wish to continue at that site or not. Your job is to make yourself someone people want to do business with and personable. You want to network and not just worry about making the sale up front. People do more business with people they get to know. Make sure they get to know you as someone worth doing business with. It is very important you show up and support the show entirely not just show up and do your presentation and leave. You need to support the group to build trust.

Chapter 3 How to behave in Events.

Online Party Chat Etiquette

Article Donated by Cindy Phillips Noah's Ark Rep.

You will find out more about Cindy in the Contributors Section

What is a Vendor Party? It is a fair or expo where homebased business owners or distributors pay to present their business and products or services to others. Some have time slots, some don't. Some have games and prizes. In most cases these are not free-for-alls and follow some sense of order. Here are some guidelines to make the Online Event a pleasure for everyone.

- 1) Sign in with your name only unless you are a paid vendor for that particular fair. If you are a paid vendor for that fair then put your company initials after your name
- 2) When you come into the chat room, say hello and then wait to see what's happening.
- 3) Be attentive. Do not come in and then go and do something else where you aren't paying attention to what's going on. There's nothing worse for a vendor to feel like she's talking to herself.
- 4) Don't just start talking. A vendor might be in the middle of a presentation. The host will will welcome you and tell you what's going on. (She may PM {private message} you to tell you this)

- 5) All of us think our products are the best, but you can't PM a guest or another vendor and say that your products or offers are better. You wouldn't want someone to steal the person you were talking to in a presentation so you can't do it to others.
- 6) If you are not a paid vendor you CAN NOT mention your business unless specifically asked to by the host. Sometimes in a lull they will ask everyone present to post their URLs.
- 7) No Flaming, getting into arguments. DON'T TYPE IN ALL CAPS. This is considered yelling.
- 8) Try to have something to occupy your children so they aren't trying to type on your keyboard or drawing you away.
- 9) Find out how long your presentation should be then type it up in a Word document. I have seen presentation times from 5 minutes to 30 minutes in 5 minute increments. If you have it typed up you can copy and paste some of it and you make sure you hit all the points you wanted to make. And you can still answer questions as they come.
- 10) Everyone likes a game. If you have 15 or more minutes try to include a short game like word scramble. Please though no more than 10 words. If a lot are playing cut it down to 7 or 8. Scavenger hunts are nice too. Again not too many items. Have some little prize you can send the winner
- 11) Most vendor fairs require a prize. If you agree to donate a prize make sure you are prompt in sending it. It's very disappointing not to receive a prize you have carefully chosen. It will give you a bad name and might lessen your chances of participating in the next fair.
- 12) Don't be disappointed if you don't make a sale or recruit with your presentation. We need to get to know you and it might take awhile.
- 13) An Online Vendor Party is not only to sell your products and recruit, it is also part of the networking experience and to generate referrals. I may not be able to use your product but I more than likely have friends who do.
- 14) AND most importantly of all Online Events are a team effort and if you want others to support you, then you need to support them as well.



Tell your Friends about the Events you're going to present at!

Having your Game Plan for online events and group fairs.

This is a very popular media however not all site owners realize the needs of vendors or how to help drive traffic to their events. And not all Vendors understand it is not just up to the site owner to provide them with traffic and customer.

Online Expos and Vendors fair is a cooperative effort between the site owners and those that sign up to attend the shows. And sales do not happen just because a vendor shows up to do their time slots for the show.

Good site managers consistently promote their main events, have a way for vendors to capture leads and help promote the events. Banner, buttons, text ads that vendors should all also be posting and promoting with. Online events are a cooperative effort between the site and the vendors. Vendor should not assume to show up and have a throng of guest waiting to buy from them. It take a lot of time and effort to drive visitors to a site, and if you not willing to be part of the team then maybe group events are not for you.

Having a game plan is important; contrary to popular belief Sales is not the best most effect use of these events. Here is things that will help you get ready to join in and make the most out of this media.

1. Get on any lists and get any banner, ads or promotional items the site provides. If you have to fill out form, or set up table be sure you get that one as soon as possible. Not all events provide you with your own web page but find out what they do require to list you as a vendor. Make contact on the list and start getting to know the group.

2. Ask for help and any question you have. A good vendor team will be there to assist you attend any meeting or get together to begin to understand how they group works best.
3. Make a plan which included getting to know the vendors these are business contacts and invaluable to you online and off if they are near you. Share you email address and more importantly you internet messenger contact. People do 50% more business with people they get to know through personal contact not just emails or posts. Find a way to capture leads, if you have a page be sure to add your contact information on it. You can add email addresses and IMs again if someone wants to ask you a question it is easiest and best if you can answer in person. If have a newsletter or offer catalogs, or sample include that whenever you can. In chat ask for people emails or IM and ask them if it is OK to contact you. Share yours in the chat and say please add me to you contact list.
4. Remember do not spam other vendors with your offer. An active group vendors do a lot of business together but only after they get to know and trust you. Most will not do business with people that only come in do their thing and leave. They will also give you referrals if you are supportive to the group. Vendor can turn into some of you best customer and business associates.
5. Advertise the events the events are only good at drawing more guests if the vendors participate. As a rule no one cares what the owners have to say they want to know your going to be at the parties. They want to know you will be there showing off your business. Your part of a team when you join a vendor fair act like it.
6. Be prepared have you basic outline of the presentation and then add your specials and updates. It is also good to have one special guest can only get when they attend a party. Have a buy one get one, or freebie to throw in with a sale. People love getting extras.
7. Set a goal, how many new contacts you make is up to you. I try to make at least 3 – 5 new contacts at each fair or event I attend. Some might not be long term but if I get their info then I can be sure follow up will happen.
8. The event can only put you in contact with people what happens after that is up to you. There is no way you will make TONS of money at online events. But if you pick up some good contacts, and make real friends what you don't get in sales you can build in relationships and a contact that you can count on is worth way more than a one time sale. Understand that many will never make hundreds of dollars with a 30 minutes time slot find a group that is active beyond the events if you want to succeed in growing more business.
9. Follow up, follow up, and follow up is the key. I cannot believe that many, who have great opportunities, make new contact never bother to really build the

relationships that are possible. If you do not make 3-4 new business relationships out of any show then that is your loss. No one can make sales or build those contacts for you only give you the opportunity to do so.

10. Make it fun, be interesting be someone other people want as a contact. Offer to help others, with solving problems. Look for opportunities to great those contacts and make your sales and you will always have a source for more business beyond any vendor fair you do.

Simple Three Step approach for success with events online.

There are three things that are important for you to attain during events or with vendor groups. If you keep this in mind you will come away with something of value at every event you attend. You should be thinking of things in this order not just Sales.

1. Make New Contacts at every show with the vendors and guests. Get personal with them share information and ideas. Other vendors are NOT I repeat NOT your competition they are your allies, associates, and peers. They are a valuable resource to leads, referrals and sales in the future. Remember the saying to have a friend you have to be a friend. Valuable business contacts are an asset to you online. People to business and offer referrals to people they know and trust.
2. Leads and recruiting if you are in direct sales these are vital to you. Most events you are grooming a new warm market. You need to find ways to capture leads and new people that could turn into recruits or customers. So if you only have the chats offer a newsletter, free reports, and private consults. Ask for people ids, and give your Instant Messenger contact ids . This is becoming more popular than email because you won't get lost in junk mail and you get to talk to the person live and in real time. Ask if you can contact them because then the ball is in your court for follow up, so you can make it happen. You can follow up the next day with how nice it was to meet them and start building a relationship. You can offer you companies best offer or incentive to people to get them to sign up. Offer a Newsletter that will keep them on your list of contacts for some time. By capturing leads and contacts you can start building a database.
3. It is not all about sales sure they are important but at online events you have to ask if this one sale going to lead to more down the road or is it a one time things that will come and go? The best way to get sales is to come prepared. Have a basic outline of what you want to say. If you doing a recruiting speech be sure to include all important key point about your companies opportunity including cost of start up, personal volumes or retail

sales quotas. If it is a party plan hostess incentive ect. If your looking for sales and can do it Create a Today Only offer or for This Event only offer. Make it time sensitive and something that they need to do right then and there to get the special discounts. Make acting now important and let them know what they will miss out on. If you can offer samples or catalogs do it, if you send a catalog include a special discount if you can on the first order. At online events it takes time to develop trust in the vendors often you need to attend more than one event, and show support to the team. Vendors that show up and do their thing and leave are not popular with any group, they are seen as being in it only for themselves. Online events are a TEAM sport and we know there is no I in team. Most vendor groups become like their own Buyers Club never underestimate a party that has more vendor than guests and assume that you will not get sales; if you show interest in others and support the group you will make sales from the group as well as guests and often those customer will be your repeat customers.

This Three Step approach will fill up you Database with Contacts, and Leads and if not New customer, future customers and referrals.

Setting up your perfect Online Presentation.

On Line Shows ---The Starting Point

Contributed by Dee Smith Hall 3 leader and Expo Crew.

As a person deeply involved with sales and direct sales, I realized very early on, the power of the Internet.

In 1998, I realized that not only could I learn via the Internet but I could sell and reach people I otherwise would never cross path's with.

Initially, I began with E-bay. I began selling items I had either never worn or no longer needed. E-bay was fairly new at the time. Not only did I sell everything but I sold it at much higher prices than I would ever have imagined.

That made me realize, that I could do that or something similar, with any product or service.

The key to marketing was reaching people.

I set out to do just that and in effect learned to not only market my products but also to market myself.

The Internet has certainly evolved over the years.

Things are so simple today, that almost everyone I know uses their computers and the Internet for many aspects of their lives.

For those of us in sales and/ or direct sales we saw the age of on line shows evolved.

If you aren't doing on line shows and events, you are missing a great tool for expanding you business potential.

Doing an on line show is extremely easy.
There are basically two types of on line shows.

There are those that have a single vendor. The vendor and hostess, if there is one, are totally responsible for the guest that attend.

The vendor can either provide catalogs to the guests before hand or might choose to use a website instead of catalogs.

The vendor makes a presentation and attempts to achieve sales.

The second type is a multiple vendor show.

There are many of these occurring almost daily.

The first step is to pick one or two shows and initially attend as a guest.

I truly recommend attending as a guest for several visits before trying to do one yourself.

By attending as a guest, you will get a sense of how others are making presentations.

You'll get a feel for the numbers of people who attend that particular show and the types of people.

Most important, however, is that by attending as a guest several times, you are getting to know them and they are getting to know you.

What most people do not realize is that it is more important to market yourself in some ways, then it is to market your product.

Most of us, who make purchases from others in direct sales, do so because we have built a relationship with each other. By getting to know each other, we have developed a sense of trust.

It is through these relationships that we have gotten to know the other vendor, seen their on going presence, gotten a sense of their reliability...etc.

And those are the vendors we ourselves tend to shop with. Additionally, when someone is looking for a product that we can't provide, the vendors we have relationships with are those we recommend.

In effect, by visiting on line shows, joining on line groups, participating in forums, etc, you are establishing your on line reputation.

It's time for you to try your hand at an on line show. So what do you have to do to prepare?

Mark you calendar and at the very least make sure you can be there on time.

If it is at all possible, try to be there a few vendors ahead of time and a few after your spot.

If you want vendors and guest to listen to you, it is imperative that you be willing to listen to them, as well.

It also will help establish you as a team player.

Remember, acceptance in a group, is based on not just the product you sell but your participation in that group.

Advertise ahead of time. Many show owners will even provide you a sample advertisement. If they don't, you can make up a short enthusiastic invitation and send it to everyone you know, your friends and relatives.

A rule of thumb for home shows is to invite 30 people if you want 10 and so on..

When I send out my invites, I try to advertise the event and also mention that I Will be presenting at the specified time. I never just mention my slot. By advertising the event, you are again showing your "team" spirit.

For any aspect of your business, you have to know your products. You do not have to memorize your catalog, you just need to have a good perspective of what you are selling and why. When you present, you want to sound like you know your company, your products and are enthusiastic about them.

A day or two before the show date, sit down and write an outline of what you want to talk about.

DO NOT, write out a whole speech. DO NOT plan to cut and paste a whole speech, for your presentation.

You do want to sound prepared which is why you have an outline.

You do want to try to cover as much as you can in your time slot, which is why you, again, have the outline, to make sure you haven't forgotten anything you needed to say.

Decide on any specials you might be running or be willing to offer.

Your big day has arrived.

Arrive several vendors early and plan to stay several vendor after. Remember, if you listen to others and comment about their performance, even if it is just to say "Great job", they are more likely to listen to you and be supportive during your slot.

When your time slot arrives, enter and introduce yourself. Even if everyone in the room knows who you are, introduce yourself anyhow.

I always start by say:

Hi everyone. I am Dee Smith in Dallas, Texas. I am representing Megan's Pantry. How is everyone today? .

By doing this. you are not just rushing in and starting to sell.

I would then briefly describe what Megan's Pantry offers.

I usually say : Megan's Pantry offers gourmet foods and food related items. They generally have a southwestern flavor and flair.

You do not need to list every product and every detail; in fact you do not want to say so much that they don't want to or need to look at your website.

I then, generally, tell them that I would like to mention some specials I am offering them.

I do this before I list my website so that they have that in mind while they are looking at the site.

I'd like to mention a few tips before I go on.

Once again, don't have your whole speech ready to be cut and pasted. Most of us can tell a canned speech when we read it or see it.

You would never do a home show and read from the sheet so don't do the on line shows that way either. Your outline will help you to cover what needs to be covered and you can rehearse, using that outline, to help you feel more comfortable.

Secondly, you first few times, you will probably feel nervous or clumsy. Get over it! We all feel that way in the beginning and we all remember how we felt; and generally are sympathetic and understanding.

If you make a mistake laugh about it and say something like oops and correct the error. It shows we are human and we all feel more comfortable with humans.

Often, guests and vendors will ask a question. If you don't know the answer, don't be afraid to say that. I always say, "well so and so I am not sure. May I check into that and get back to you". Again, we are human and are not walking catalogs.

Most importantly, relax and enjoy yourself.

Okay...back to the show again.

After you announced your specials...ask whether anyone has any questions about the specials.

That will give an opportunity to clear up any confusion, if there is any, but it also shows you are not rushing, rushing, rushing.

Don't be the kind of sales person we all hate. You know the type who doesn't give you a second to absorb what they have said or a moment to get a word in.

Invite the guests and vendors to view your website and list it at this time.

Refer to your outline and start speaking about the points on your outline.

Periodically, take a moment to ask whether anyone has any questions.

If no...proceed to the next item on your outline.

Remember...you do not have to discuss the points on your outline to such great detail that the guest neither have to look at your site nor ask any questions.

In time you will learn to read your audience. If it is a lighthearted humorous group, make your presentation more light and humorous. If it is a serious crowd, adjust and be a bit more to the point. If they are mostly young moms, perhaps interject something about your children or grandchildren, make your self one of them, establish that you belong. If someone is asking you for information that the group benefits from, answer it. If it isn't of

benefit to the larger part of the group, politely ask if you can give her the information at the close of your presentation.

When all the points on your outline are addressed...again ask for questions.

Restate your website address and also mention ways they can get in touch with you.

I always state: Again, my website is <http://meganspantry.com/dianesmith> . I can be reached at edenblue@sbcglobal.net or via yahoo IM at dee_in_dallas. Please feel free to contact me with any questions you might have or if I can help you with anything.

I then thank everyone for looking at the website and for listening to my presentation.

So, let's recap a little bit.

- 1) When it is your time slot, come in and introduce yourself.
- 2) Take a minute or two to be warm and don't just rush to get to business. Take time to be comfortable with them and for them to be comfortable with you.
- 3) Relax and enjoy yourself.
- 4) Refer to the outline you prepared prior to the show.
- 5) Throw away canned speeches.
- 6) Prior to your show, make sure you advertise and promote the event not just your own slot. Remember to use you email list, your IM list or any other sources available. If you want ten guests, invite at least 30.
- 7) Love your products and make that show.
- 8) Be adaptable, be able to stop to answer a question and refer to your outline to get back on track if need be. Be able to read your audience and their style and modify your presentation style accordingly.
- 9) Allow time to ask for questions.
- 10) re-state your website and ways they can get in touch with you.
- 11) Thank everyone for being there during your presentation
- 12) I know I am repeating it...Relax and enjoy yourself.

Always Be there on time. Try whenever possible to be there several vendors ahead of you. This helps to show you the nature of your crowd, it shows you are willing to support the other vendors and it helps you to relax ahead of your slot. Try when ever possible to stay for a few vendors after your spot.

If you want guests and vendor to pay attention to your presentation, you have to be willing to do the same for them.

Never just run in for your presentation and leave when you are done.

Generally, with advertising and marketing, it takes several months to know whether it is effective. The first month or two is an introduction. The second few months is a comfort level and learning to tweak it a bit. You might not see sales the first few months but you are still laying the groundwork. Vendors and guests often watch to make sure you are an on going participant; no one likes to buy from someone who is here today and gone tomorrow. It takes a while for you to feel at home and for them to feel at home with you.

So give it a few months to decide whether it is working for you.

On line shows are a little like a child walking. First we crawl and then we take a chance and stand up. We might fall a few times but before long we are racing around, and not long after that, we are doing tricks and standing on our tippy toes and climbing. So don't be afraid to take those steps, it is worth it!

We would like to thank the contributing members of this community for their help in helping make this eBook possible. While most information seems to be repeated it is because we want you to understand the vital key points for your success.

Cynthia Phillips, is a Founding Member of SmallBusinessReferralNetwork.com and a senior vendor and leader at Expo Connector. She is also a Noah's Ark Workshop Crew Member selling Noah's Ark Collectibles, an exclusive line of plush animals, outfits and accessories announces the Noah's Ark Collectors Club, Limited Edition Noah Baby Collectibles. See <http://friendsfromtheark.com/noahsark.htm> for more information

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