

***Your Marketing Implementation done right,
on time, within budget- guaranteed!***

**12 Secrets To Maximize Your
Investment When Attending A Conference**

- 1) **Have a specific focus on why you're there.** What do you want to accomplish? Write down some specific goals and outcomes from your conference
- 2) **Socialize- Don't eat alone in your room.** You've come a long way and need to maximize the most out of meeting new people and networking or JVing with other businesses. There will be plenty of time to sleep when you get home!
- 3) **Don't worry about eating or sleeping-** just network, soak in the information and get the most out of your conference.
- 4) **Don't forget to pack your digital camera or digital video recorder-** Take note of specific rules of filming and photos at conferences. Take advantage of getting photos of people you want to be identified with when promoting your business. Have your camera with you at all times and don't be shy about asking someone for a photo opportunity. Take these photos and use them on your website, in your newsletters. Get as much out of attaching yourself to celebrity as you can. This will pay off huge in the long run!
- 5) **Make sure you pack enough business cards** and that it has the right information for people to contact you. There are a few schools of thought on business cards, some don't have them because they don't want to be on everyone's list or radar. Others have plenty and pass out like candy. My preference is to be in the middle of the road. Be calculated on who you give your card to and take notes on them so you can remember when you get home who they were. Also ensure your correct information is on your card.
- 6) **Conferences are huge networking opportunities**, so take total advantage of that when speaking and meeting people, again don't be shy!
- 7) **Dress professionally and that suites your personality.** Remember people size you up in the first 2 minutes they meet you, so you may want to dress for success. Your next big JV partnership might happen at that next conference—do you really want to be caught wearing your cut off jeans and t-shirt? Unless it's a surfer conference, I think not.
- 8) **Leave that huge chip on your shoulder at home.** Listen to the speakers at a conference with the an open mind frame that you can learn and discover a lot from everyone who's speaking and even people you meet in the restroom. Don't "yeah but" the speakers, and catch yourself if you do. Look at everything with your eyes wide open and look for opportunities and ways to "borrow" everything you can to help make our business more successful.
- 9) **Bring a big note book, highlighter and even post-it flags.** Take notes and highlight those things that you will take action upon right away or when you get home. Put together your action plan BEFORE you leave your conference.
- 10) **Take your action plan from the meeting** and implement those specific money making ideas after the conference. Keep in mind, if you don't use the information and take action within 10 days of the conference, you're more likely to lose it.
- 11) **Keep your mind and your wallet open.** Realize that buying some of the money making resources at a conference could bring in much more money and impact to your business.
- 12) **Follow-up with potential prospects, JV partner's, etc.,** by email, phone or direct mail within 7 days after the conference. If you wait too long, you'll forget, they'll forget and it will be wasted opportunities.



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