

Grow Your Creative, Transformational Business at a Festival, Fair or Expo

How to feel great about your results at the end of the day...and beyond

Impressions from the meditation

What kind of festivals, fairs or expos do they go to?

Who's your ideal client or customer?

What results do you want at the end of the event?

5 Key Elements of an Effective Booth

- + First impression – Answer “What is it?” within 2 seconds

- + Your clear, attention-getting message that describes what's in it for them

- + Your engaging offer
Free or low-cost sample. Something of value in exchange for their email address.

- + Magnetic you

- + Follow up!

3 Mistakes you won't make now, because you know better

- 1.
- 2.
- 3.



© 2017, Gennodus LC

GROW Your Business Organically™

Grow Your Creative, Transformational Business at a Festival, Fair or Expo

Setting Up Your Booth—3 Main Things Stand Out

Write your notes here:

1. What is it?
2. Clear Message
3. Engaging Offer

Sketch Your Layout Here



© 2017, Gennodus LC

GROW Your Business Organically™

Grow Your Creative, Transformational Business at a Festival, Fair or Expo

Packing list:

Other Notes:

Now go back to page 1 and answer “What results do you want at the end of the event?”

Post the sketch of your booth in the comments and I’ll respond with ideas about how to make it even better.

Thanks for joining me. I hope you have a wonderful experience growing your business with an effective booth!

Lots of love,
Sylvia Nibley

More free resources at GrowYourBusinessOrganically.com



© 2017, Gennodus LC

GROW Your Business Organically™