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Creating Great Charts for Persuasive Trade Show Presentations

By Rena Klingenberg

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A well-designed chart can be one of the most persuasive elements of your trade show booth display and literature. It illustrates to your customers why your product is the obvious solution to one of their specific needs. It can communicate major benefits or features more clearly than words can.

To make a great chart, you need to create a clear, compelling picture of the data that will call your customers to action. Your chart's message must be easy for them to understand without having to study it. Three of the most easily understood chart types are:

1) Bar charts

Bar charts are an excellent method of comparing groups of data. Each data group can consist of a single bar for simple comparisons, or multiple bars breaking information down into subcategories for more in-depth analysis.

Bar charts are easy to interpret because most people are already familiar with seeing data in this format. You can use bar charts to emphasize the data represented by the tallest bar, the shortest bar, the overall trend of the bars, or a change in the bars caused by a certain variable.

2) Pie charts

Pie charts are useful for showing percentages of a greater whole. In a pie chart, the entire pie represents the total data, and each "slice" represents data from a particular group within the whole.

A pie chart is straightforward and easy to understand. It provides a clear visualization of the data class that represents the largest percentage of the whole (represented by the largest piece of the pie), and the relative value of each of the other data classes.

3) Line graphs (also called run charts)

Line graphs show or compare trends, cycles, increases and decreases over time. Typically a line graph shows events on the y-axis affected by time on the x-axis. Often a line representing an average of the data charted is included as a reference point. Or multiple lines may be charted on a line graph, with each representing a different product or variable.

Tips for a Successful Chart

Be sure your chart compares your data on an equal basis. Use the same scale for all data categories in one chart (for example, comparing data measured in dollars with data measured in hundreds of dollars isn't equal). And use a consistent interval between your data categories (measuring one-week intervals against 5-week intervals isn't an accurate comparison).

Use charts to communicate the significance of your statistics. Some of the statistics you may want to highlight in your chart are: Mean value (the average point of all data). Maximum value (the maximum data point in the series). Minimum value (the minimum data point in the series). Sample size (the total number of data points in the series). Range of data (the maximum value minus the minimum value). Standard deviation (how widely data are spread around the mean).

Once you've chosen the best type of chart for the data you want to show your customers, remember to keep your graphic as simple as possible. Trade show customers are assaulted by thousands of images. Don't compare too many things, or include too many categories of data. Your goal is to educate your customers, not confuse them.

And resist the temptation to add fancy extras like pictures and 3-D effects if they make the chart look busy. If a chart is too detailed or cluttered, customers won't invest the effort required to figure it out. They'll bypass it as a technical output of mumbo-jumbo, and move on to something that clearly and compellingly calls them to take a closer look at a product.

Rena Klingenberg's website,

, is a resource for trade show

exhibit success information. She is also editor of the online newsletter "Trade Show Success on a Small Budget" at

Killer Copy – What is it and how you can MASTER the Art!

By Chuck Crawley

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Killer copy is a phrase that you probably see in the Internet

Marketing arena quite often.

What exactly is Killer Copy?

First, the word Killer is misleading. Killer as defined by the Webster's Desk Dictionary goes something like this...

"to cause to be destroyed, to defeat or veto, to cause to cease operating".

Not exactly what you want to do with your ads and Web Page content. So, let's redefine what Killer Copy is all about.

We'll use the words "Persuasive" and "Irresistible". Persuasive means "to cause (a person) to do something by appealing to reason or understanding". Irresistible means "incapable of being resisted, extremely tempting or enticing".

Now, Killer Copy is content that will cause a person to do something by appealing to reason and understanding. Creating content that a person is incapable of resisting. That's what I call Killer Copy!

Persuasive Copy should be the MAJOR goal in your quest to make money on the Internet. Creating a Persuasive Ad leading to a Persuasive Web Page or Sales letter will literally make you rich overnight.

Just imagine an Ad that draws hundreds of responses every time that it is placed in front of your target audience. The responses from this ad then leads to a Web Page or Sales Letter that produces sales like a cash generator.

The reality of this scenario is really not that far fetched!

So how can you create Persuasive Copy for your product or service?

The first step to creating Persuasive Copy is to KNOW your product or service. Take the time to really study your product or service. Extract the benefits of your product or service that makes it incapable of being resisted. What is it about your product or service

that is extremely tempting or enticing?

If you can't find these benefits in the product or service that you are presently promoting, then drop it and find one that does. Don't waste

your time on a product or service that does not meet the qualification for Persuasive Copy.

Why not CREATE your OWN product or service? You can create the Ultimate product that would contain all of the benefits of the Persuasive Copy definition. An Info product or a service that you are already familiar with or have some degree of expertise. With your OWN product you are in control. Sculpture it to fit the attributes of Persuasive Copy.

Here's a tip on how you can learn how to write Persuasive Copy. Business Opportunity magazines are good sources of Persuasive Copy materials. Seek them out and read them several times a week. Reading persuasive copy will train your mind to write irresistible copy. To reinforce this action you should also copy the material out in your own handwriting. Sounds like hard work but the rewards can be overwhelming. Set aside a little time each week to teach your mind how to write Persuasive Copy.

Killer Copy or Persuasive Copy, you decide. Start now to dedicate a majority of your Internet marketing time to learning how to create this Ultimate weapon. Now that you know what it's all about use this information to create copy that NO ONE can resist.

Chuck Crawley is editor of the ADSTPLC Newsletter and Webmaster of the KILLER ADS SITE. Writing Persuasive Copy is a art that you can easily possess with the right learning tools. Here are a few powerful writing tools that will get you there. <http://unionez.net/adsezine/Killertools.html?Art>

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