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Determining Visitor Types

By Susan Friedmann

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by: **Susan Friedmann**

The trade show floor is full of different types of people with different agendas. Some people have specific goals for attending the show; others do not. As an exhibitor your observation and questioning skills will be your key to determining who may be a viable sales prospect. Familiarize yourself with the various visitor types likely to frequent the tradeshow floor.

1. **Definites.** If you have done a thorough job of preshow marketing, definite prospects and customers will visit your booth.
2. **Demonstration Junkies.** Watch out for passers-by who are attracted to your booth by a demonstration or other activity. These could be valuable prospects or time wasters. Ask a few short, open-ended questions to find out.
3. **Curiosity Cats.** These types could be curious about anything - what exactly your company does, a graphic, who designed your booth, and so on. Do not spend too much time with someone who is just interested in the design and construction of your booth or intricate details about your graphics.
4. **Paper Lovers.** Some people love to collect literature or just take any piece of paper no matter what it is. Are they attending the show to research the market for a boss? If so, they may be an influencer worth pursuing.
5. **Eyeballers.** These types are usually extremely friendly; they smile and their whole body language says, "please talk to me." Questioning will determine whether or not they are prospects worth pursuing.
6. **Jeopardy Gigolos.** Winning contests is their passion. They are always ready, willing and able to drop a business card into a fishbowl for any kind of drawing. Contests that require more than just a business card to enter will help deter these types from finding their way onto your follow-up lists.

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7. **Keepsakers.** Any kind of giveaway attracts these types. They may even want more than one for family, friends and colleagues. Keen questioning will ascertain if this visitor has potential.

8. **The Disinterested.** Some people in the crowd will simply not be interested in what your organization has to offer. They often let you know in no uncertain terms through their body language; for example, walking by purposely avoiding eye contact or chatting with a colleague. Waylaying these types will only upset them.

9. **Hawks.** These people attend shows for the sole purpose of selling you their products or services. Publication advertising representatives are a prime example. They are unlikely to be prospects, but you never know. If floor traffic is slow, it may be worth asking a few questions, if only to find out who they could refer you to.

10. **Job Seekers.** Trade shows are an excellent place to network and look for organizations who may have present or future job openings. As with Hawks, you may want to spend time with them during slow, unproductive periods.

11. **Nonentities.** These types could be underlings in their organization sent to do some specific research. Never underestimate them. They may be extremely strong influencers. In addition, they probably know whom in their organization you need to contact. Time spent with them could be invaluable.

12. **Snoops.** Beware of the competition! These types often give themselves away by knowing too much or asking precise questions. Make sure that you do more questioning than talking so that you lessen the chances of giving away valuable information.

Written by Susan A. Friedmann, CSP, The Tradeshow Coach, Lake Placid, NY, author: "Meeting & Event Planning for Dummies," working with companies to improve their meeting and event success through coaching, consulting and training. Go to

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Affiliate Marketing In E-Zines

By Peter Garant

Affiliate marketing is all about promoting the product. But it is not cold or hard selling. The affiliate lures the Internet user to visit his website by offering information and even free online courses. The visitor of the affiliate's website will find the free information and will even enroll in the free online course. And while reading the informative articles, the visitor will slowly be convinced of the value of certain products.

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And when the visitor realizes the value of certain products, he will most likely click the banner that links to the website of the merchant who manufactures the product or who officially sells the product. The affiliate does not do the direct selling. The affiliate simply sets the mind of the visitor, who is the target client, so that this visitor will be easier to convince to proceed to the purchase or order form of the merchant's website.

Thus, for an affiliate marketing business to be successful, the promotional strategies carried out by the affiliate should also be successful. One that will contribute to the success of such promotion is the utilization of e-zines.

An e-zine is basically a newsletter which is emailed to the subscribers of the e-zine. This newsletter contains the types of information that the subscriber has already expressed a willingness to read about. And when an ad is placed together with such information, the subscriber will be made aware of the presence of the products promoted by the affiliate.

There are two types of e-zine ads that an affiliate can pay for. The first type is similar to a banner ad. It contains a couple of sentences composed of well-chosen words that will entice the reader to visit the website of the affiliate. An affiliate can easily write such an e-zine ad since he already has promotional materials for the products.

The second type of e-zine ad is called the solo ad. In such e-zine ad type, the newsletter being mailed to the subscriber contains only the advertisement of the affiliate and nothing more. Usually, such a solo ad is mailed separately from the regular newsletter. For example, if the newsletter is sent every Tuesday of the week, the solo ad is sent on a Thursday or a Friday.

There is no limit to the number of words placed in a solo ad. But the affiliate must keep in mind that such a solo ad is sent through email. Therefore, the solo ad should not be too long that reading it will take up so much time that the subscriber is not willing to sacrifice. The usually suggested number of words is 500.

With e-zine ads, the opportunities of earning more increase. And the affiliate moves closer towards that goal of affiliate marketing success.

Peter Garant's affiliate marketing

site sells affordable unique website

content

to webmasters that understand the need

for unplagerised and high quality content on their websites.

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