



oneofakind COMMUNITY LEADERS

*Six pros share
their tips for a
successful show!*



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SHIRLEY BRIGDEN
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ARNIE HENGLSTER
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PRE-SHOW PREP

- Make meals with leftovers and single portions to bring to the show.
- Prep healthy (and maybe a few not so healthy) snacks and water for your booth.
- Vitamins -- start the month before the Show.

TRADE A PASS TO THE SHOW WITH A RELIABLE FRIEND(S) FOR AN HOUR OF BOOTH-SITTING AND SCHEDULE IT.

- Sleep whenever you can, even if it means sacrificing one or two hours of making.
- Go outside for a short walk and enjoy the quiet.
- Find out who your neighbours will be and look them up online.

LOAD UP YOUR SOCIAL MEDIA ACCOUNTS WITH PRE-SCHEDULED POSTS OR ADD EXTRA STUDIO/PRODUCT PHOTOS TO YOUR CAMERA IN ADVANCE SO YOU CAN POST THEM DAILY, INTERSPERSED WITH ACTUAL PHOTOS FROM THE SHOW...

- Get lots of change a few days before the Show.
- Bring a small dolly so you can roll in and out daily easily with extra inventory, stuff you need to take home, etc.
- Make a "bring tomorrow" or "do tonight" list every day.



CAROLYN VERKUYL
@CAROLYNDRAWS

INVENTORY

HOW MUCH PRODUCT SHOULD I MAKE AND IN WHAT TYPE OF DISTRIBUTION? WHETHER OUR FIRST SHOW, OR 34TH, THIS IS ALWAYS ON OUR MINDS.

- Do I have numbers from last year to compare to? If yes, I make sure to bring at least 50% more than I sold the previous year. Sales drop towards the end of a show if clients are running low on choice.
- If not, I aim to bring inventory that is roughly at least three times cost (unit production cost, show costs, etc). When new to a show, we typically cover costs and a little the first time around. If we can manage that, it's worth a second and better informed kick at the can next year.
- For product distribution, I'm always looking to see if I'm missing a particular price point that would provide a wider market appeal.

IF I ONLY SOLD \$200 WOOD BOWLS, I'D BE MISSING THE \$50 OFFICE GIFT EXCHANGE, OR THE MUCH MORE FREQUENT \$20 "DROP CASH" CUSTOMER.

Sometimes hitting a wider range of price points means combining individual products into gift collections, or developing an accessory product to the main lines that returning customers already purchased.



JESSE STINSON
@STINSONSTUDIOS

MARKETING

INVITE YOUR CLIENTS AND POTENTIAL CLIENTS TO THE SHOW WITH AN EMAIL BLAST THAT INCLUDES YOUR BOOTH NUMBER, THE DAYS YOU'LL BE AT THE SHOW AND PHOTOS OF YOUR LATEST WORK AND/OR GREAT GIFT IDEAS.

- We send our blast 2-3 days prior to the show and then send a reminder on the morning of Black Friday as well as early on the second week.
- Give your 10 complimentary tickets to valued customers who are likely to support you and our fellow exhibitors -- not just to friends and family.

IF YOU HAVE MORE THAN 10 CLIENTS WHO DESERVE TICKETS, IT'S WORTH TO BUY THEM TICKETS.

- Last but not least, generate excitement by taking advantage of the One of a Kind's fantastic Instagram challenge. As the OOK team's research shows, the important millennial demographic is keen on learning about our handmade world through frequent online engagement.
- Get a free account on later.com and fill it with posts in advance so that you promote your work and the OOK during the busy show days.



PAMELA LAUZ
@PAMELALAUZJEWELLERY

SELLING

ENGAGING WITH THE SHOPPER IS ESSENTIAL!

WHAT IS YOUR STORY?

WHY DO YOU DO WHAT YOU DO?

WHY SHOULD THEY MAKE A PURCHASE FROM YOU?

- Know the answer to these questions... Have a story! People love stories and remember you because of them.

INCREASE SALES BY SAYING MORE THAN HELLO!

- Here are some opening questions you can ask.... over and over and over again, every day and hundreds of times a day, for all 11 days.
 - Is this your first time at One of a Kind?
 - How many years have you been coming to One of a Kind?
 - Is there something special you are shopping for?
 - Are you shopping for Christmas gifts or for yourself?
 - What do you like best about coming to the OOAK show?
 - Did you know there is a parcel check so you don't have to carry heavy items around? And a carry out service as well.
- Every conversation you have with a One of a Kind shopper is an opportunity to educate--yes we make this ourselves. Do not throw away a great opportunity! Sometimes they don't buy or don't seem interested, but they just might come back.



DIANE PROULX
@OUTOFRUINS

BOOTH DISPLAY

On a busy day, a potential customer only has a few seconds to scan your booth. What do they absorb in those few seconds?

IF THEY NEED MORE THAN A SECOND TO GRASP WHAT YOU'RE SELLING, YOU HAVE A PROBLEM.

Individually, people are pretty smart--people in crowds however can miss even the most obvious. Having a really creative display is great, but you want your product to be the most amazing thing in sight.



**JESSE STINSON
@STINSONSTUDIOS**

Do all you can to make your booth inviting to show guests! Booth presentation is important, but so is the energy, atmosphere and attitude that we project.

A GENUINE SMILE AND GOOD EYE CONTACT GO A LONG WAY! IT MAKES THE DIFFERENCE BETWEEN OPENING OR CLOSING THE DOOR TO A SALE.

We are all one big happy family and need to help each other. Even if they don't like fish, we still try and get them to smile and in the mood to buy from the next 799 booths!



**ARNIE HENGLSTER
#THEFISHERY**

MARKET RESEARCH

When a customer asks for something that you don't make, stop your first reaction--which is to say no--and think, "Can I turn it into a Yes?" Once I started thinking that way, that was the point where I became much more successful at OoAK.

SOME OF MY MOST SUCCESSFUL PIECES IN MY BOOTH HAVE BEEN AS A RESULT OF CUSTOMER SUGGESTIONS.

If I can do it, my response now, is "No I haven't done that but what a good idea. I can do it custom for you and ship it to you!" Keep your ears open to new ideas and it is amazing what a difference it can make.



SHIRLEY BRIDGEN
@SHIRLEYBRIGENPHOTO

Who is my customer and why are they buying my products? If you can identify your customer demographics you have very valuable information to plan with. You can tweak aspects of your products, and your display to better serve that demographic, as well as broaden the reach of your market appeal to new areas.

PEOPLE MIGHT LOVE YOUR PRODUCT FOR COMPLETELY DIFFERENT PURPOSES THAN YOU ORIGINALLY INTENDED. RUN WITH IT.



JESSE STINSON
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