

The World Is Not Going Back to Normal

- Tom Fitzpatrick, Citigroup Chief Technical Strategist

Which is why you must ...

“Read Every Word of this Letter to Exploit ... And Create Serious Trade Show Profits During...The Worst Economic Recovery Caused By Bad Policies, The Fed, And Unavailable Credit”

From: **Mark Irish**
Magnetic Trade Show Expert

Dear <Trade Show Marketer>:

Which type of trade show marketer are you?

Right now...as American businesses gasp for its final breath before sliding towards out-of-control inflation and tighter budgets...there are two types of trade show marketers:

1. Those guys who ignored the signs of trickling crowds, fewer customer calls, and do nothing to change it, will soon *devastate their quarterly results...*

...And...

2. Those **few smart marketers** who recognize the reality and take action acquiring their marketing magnets over the dismal months to maintain their profit margins...*and* lay the ground work to rake in a fortune.

This second kind of trade show marketer — the guy who takes action, *seeking out the best to boost his earnings during this economic "meltdown"* — sets up the team for **soaring out-of-the-ballpark home runs**. He hires for results even during a weak economic recovery, further positioning his firm for new record sales,...while his competition sits silently deciding who to lay-off.

I am writing today to tell you that this smart trade show marketer could be ...

YOU!

Worth Every Minute & Every Dollar

“Mark Irish generated more leads than we had in other shows. He is worth every minute and every dollar”

David Morris COO, Orthosynthetics, Metairie, LA

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Here's what this is all about: Every trade show event — and I mean *every* one — as a marketer you spend a small fortune selecting, shipping, and setting up your booth and flying out a team to spend several days chasing and grabbing every potential prospect. Unfortunately, without the right magnets to attract your audience, your well-trained sales force look like anxious puppies waiting to speak to prospects...and as the event ends, you're left with only a handful of leads.

And, you participate in these trade shows, repeating the same process, *several times a year*.

Listen. As a Magician Hypnotist, I make my living by covertly attracting an audience and instantly make them hang-on waiting for every word I say. I've mastered this skill by studying the best persuaders on the planet. And my mentor always said: "If you truly want to get good at attracting and persuading people on the fly, you've gotta treat it like you're married to it. You can't do this only a couple of times a year, and expect *enormous* lead generating results."

Well, what my mentor meant is you have to embrace and own it subconsciously – so you can do it –*automatically* –in your sleep."

The truth is, you can hope you'll get good results at your next tradeshow... but for only a fraction more - invest in an expert crowd and persuader magnet. And watch ... ***this next trade show and you'll look good bringing home your impressive boatload of ready-to-convert leads...*** otherwise you're returning to the office with the same dismal results as you had at previous shows.

So here is what I've done: A medical supply company hired me in lieu of hiring a trade show model. Not only did I gather a crowd to their booth, but their visitors came back for a second show bringing their contacts and staying longer. The part that impressed the CEO is the leads quickly turned into *paying* customers. Now they'll never do a show without me.

Gained 2 or 3 Times More Leads

"Mark Irish has brought my business 2 or 3 times more leads than any other trade show attractor I've invested in."

Michael Sowards, Owner of Infophia USA

In fact, what gives me the edge over other magicians, is I'm also a stage hypnotist so I know the power of suggestion and command of persuasive language. And I've **proven** this in results to my clients over and over again, that...

**Attracting a Trade Show Audience Is
An EASY and PROFITABLE Game!**

When you have the right secret weapon, that is.

Anyway... for years now, I've been attracting spectators from across the room (on the fly) with a special technique I call "**The Hypnotic Hello**". As moths attract to light...

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people gravitate towards me, and they are ready *to act* — on my next command. I simply know how to, subconsciously connect with your prospects’ heart and mind. The fact is when you do that...you can *skyrocket your results in leads generating more sales.*

At your event, you’ll see what I mean because the results come **FAST**, too.

Hardly anyone can crack the code of my “**Hypnotic Hello**” secret, which means you’ll have an edge over your competition – even if they hire another trade show magician in the booth next to yours.

Unique Ability Generates More Leads:

“I’ve worked with magicians from around the country. Mark Irish has a unique way of relating to attendees, that generates numerous more leads than other trade show magicians.”

Lance Sliver, Business Development

Even better...

**You Can Transform Your Trade Show Results
At Your Next Event!**

I’m prepared to work my wizardry as I gravitate prospects from across the room. You’ll see my magical powers in action...and within moments your booth will be flooded with a wall of prospects.

But it’s not magic at all! You’ll see, and discover how easy it is to dominate the Trade Show Floor and garner loads of leads without paying for expensive clever promos, complex custom built trade show displays, or costly “after hours” welcome parties. The most rewarding part is... after the event ends, your prospects will actually remember your company at the trade show and welcome your call.

Conquer Rising Above the Clutter

Look, would large corporate companies like IBM and Kelloggs’ work with anyone but the best? Would Goldman Zak’s invite me as a paid speaker to talk to their people if it were not for a proven track record developed over years? Would corporate giants like Apple and Disney let their talent work with the second best? No way.

As I perform at your booth, and apply my techniques, you’ll notice I’ll virtually eliminate your prospect’s distractions including: loud noisy announcements, flashy light specials, and any other forms of clutter. Throughout the event, you’ll find ...

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your booth visitors will tell other attendees to visit your booth and they'll even personally bring their contacts back to your booth.

Booth Visitors Tell Others

"I heard you were doing something pretty amazing! I had to see it."

Zach Wall, Phillip Electronics

You'll Never Waste Your Trade Show Investment Again!

As a trade show marketer, you know trade shows are a pricey. When you exhibit, your fees include major money burners likes renting space, creating your booth, paying for show related services, such as electricity, labor, furnishings, and carpet. Not to mention other expenses like travel, lodging, meals, entertainment, exhibit promotion, shipping expenses, and customer follow-up. When you tally up the total, trade shows cost a bundle. You need to make sure your trade show investment is worth your contacts and sales leads.

For a minor investment more, when we work together and the trade show event ends, you'll either have so many leads you won't need to do another trade show event for the year or you'll be hooked and will never exhibit at an event without my services.

Booth Visitors Come Back For More

"Surprise to see a hypnosis show at a Med Trade Show, was absolutely outstanding! I came back a second time."

Steve_Sloshberg

Attendee at MedTrade Show (he became my client's customer)

Your Booth Will Be the Most Sought-after At Your Trade Show Event!

Quite frankly, your exhibit will be the most sought-after at the event. With quantity of leads brings quality of leads. As I captivate and draw flocks of trade show attendees to your booth, I'll playfully ask the right questions to start separating the unqualified from the qualified. I'll introduced the qualified leads directly to your staff.

And, the best part is...in a weak economy, trade show prospects are only willing to do business with companies they perceive as strong. Having an abundance of attendees at your booth, obviously gives...

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your company an image of being strong and prosperous.

Brought and Kept Leads in Booth

“Mark Irish worked as a team. He brought and kept qualified leads in our booth!”

Dan Mahoney, Director of Business Development

**My Trade Show Magic Becomes
Your Trade Show Success!**

There are a lot of good trade show magicians there (heck, I’ve trained a few of them.) But there’s a reason you should be hiring me for your next event.

First, I attract more attendees than even the most proficient magician. Magic isn’t the only key for attracting and holding an audience.

Second, because I am plugged in to the minds of the world’s top master persuaders, I don’t only attract leads...I know how to touch and press their hot buttons so they’ll want your product or service. I’ll link your benefits to their desires so you are the “decided choice”. When you follow-up after the trade show, you’ll find your leads will be like ripe fruit ready to be picked.

Third, I work as a team member. As I engage each prospect, I’ll break through the ice and hand deliver each qualified attendee to your sales staff. Your prospect and your sales will feel like business is being solved and at the same time we are having fun.

So before you fret about how much my work is going to cost, I want you think long and hard about how much a home run could be worth to you. So shopping for price instead of shopping for value is going to bite you in the end.

Seriously, who brags about finding the cheapest heart doctor? No one. Surely a part of you believes your business deserves the best.

Yet, another part of you wants to find a bargain as the same as the next guy. After all, we all heard, a penny saved is a penny earned, right. Except, at the end of the day, you’ve got the penny and my clients are laughing their way to the bank.

Or the single worst mistake you can make – exhibiting at a trade show without a profitable trade show attractor.

Every trade show I've perform at, my client came home a winner...

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with more leads than they ever thought possible. Aren't those the results you want for your business?

Warning: After I perform for your trade show event, you will never let anyone else be your trade show attractor.

Time Limited Opportunity

I select only one or two trade show events per month. That's all. I don't hand my work off to anyone else. I'll perform at your booth myself. But that all means I get to be selective about who I work with. My schedule is typically overbooked. There's a line of customers already begging me and booking me well into the year. If you are serious about success, pick up the phone and call my office at 678-978-1624 right now. Take a deep breath and picture the accolades you'll receive and revenue you'll generate.

If you recognize the price I charge is immaterial because you can make it back the first day I work with you, I invite you to call me. I don't cost you money; I make you money. But if you are price shopping, I'm not the one for your business. Please don't call me if you are in search of the lowest price. And don't call me if you want me to bid on your job; it just tells me you don't "get it."

Every trade show event, I do something extraordinary different . I don't have one price fits all service. Here's the way it works. Call 678-978-1624 or email me at Mark@TradeShowTrafficMagician.com with the specifics about your event. Please tell me the time zone you are in and when to call. We will connect by phone and talk.

So call now.

Sincerely,

Mark Irish

P.S. Don't forget now — I only work two trade shows per month. So hurry.