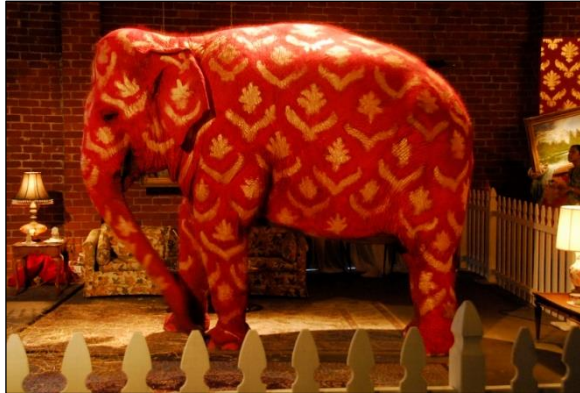


The Elephant in the Room: Why Are There No Exporters at Exporting Seminars? Part 2



In our last blog post we made a great case for why there are no exporters at export workshops. Then we experienced success beyond our wildest dreams! What in the world?

This summer I worked with the Montana Department of Commerce. What happened? The team at Export Montana brought the house down! They were expecting around 20 people and seventy, that's right, 70+ people (all exporters) showed up at the party!

Here's what Export Montana team did right:

1. **Marketing.** They appealed to the business owner. They combined the meat with interesting fancy sides. Their marketing campaign let every attendee know that businesses were going to learn a proven exporting 8-step process backed by plenty of testimonials. They also advertised a guest appearance by Betty Sue, Export Queen - which was catchy enough to get a second look. They used real world language and avoided government jargon.
2. **Positive Deviant.** Positive Deviance is a behavioral and social change theory that says in any community there are people whose uncommon but successful behaviors or strategies enable them to find better solutions to a problem than their peers. Montana had the courage to try a different approach introducing BettySue. In the words of one attendee, "I admit that I was skeptical about Elyse, given the "corny" notion of her high haired, gravel-voiced, Texas-down-home oddball-export backdrop in the promotional link that was part of the invite to this seminar. But there was enough meat in the topic outline, that I thought, what the heck!"
3. **Connection.** No mass emails and links for YouTube videos from this group. They personally reached out to their existing and potential exporters and told them this was a unique experience and they needed to be there.

The proof is in the pudding. All 70+ attendees stayed all day 8am-4pm. We worked together, learned together and laughed together.

At the Montana event, the skeptical attendee who traveled 4.5 hours round-trip to attend wrote a one-page testimonial on why he was glad he came. "How could anybody take a dry topic with more acronyms than Carter has pills, and keep me engaged for a full day? Elyse did it. Engaging, practical, humorous, illustrative...even during the harsh "hour of hell"...after lunch. This is unique! Time is my biggest currency and this was well worth the time invested. Thank you, Tom".

Another attendee shared, "This was almost too much fun to be an export seminar. "It's called edutainment, folks and it's how people learn best".

Let's get people excited about exporting!

#BettySueExportQueen

The Riddle of the Exporter™ - Export Training for Entrepreneurs by an Entrepreneur