

## **How To Host and Fill Your Own Live Events**

**Doing events is an art – not a science! Please remember that each is different and has a different purpose and set up.**

### **Types of Live Events:**

- 90 minute events
- 3 hour events
- 1 day events
- 2 day events
- Retreats
- 3 day events
- Living room events

### **Step 1: Decide the strategy behind, and purpose for your event**

- Is it for exposure and getting more people to know you?
  - Then keep it low cost or refundable deposit
  - Allow friends to come for free
  - Get as many people in the room as possible
  - Sell at the back of the room
- Is it to generate money for you?
  - Then make sure you allocate for time and expenses when you determine the price point
  - Keep expenses low
  - Make sure quality and content is high
  - Keep it small enough that all participants will enjoy the experience
- Is it your first event?
  - Stick to less time at the start – a 1 day instead of a 3 day, or even starting with a 90 minute or 3 hour session first.
  - Keep expenses low
  - Get help to practice your pitch

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## Step 2: Pick Your Event Date

- Note: **These timelines are from when you get the site up and start selling tickets to the day of the event! All planning for the site and sales page must happen before this time.**
- For a 3 hour or less event:
  - Give yourself at least 4 weeks, better to do 8 weeks
- For a 1 day event:
  - Ideal: give yourself 4 months
  - Minimum: give yourself 45 days
- For a 2 or 3 day event:
  - Ideal: 6 months
  - Minimum: 3 months
- For a Retreat (4-5 days with extra expenses):
  - Ideal: 8 months
  - Minimum: 3 months

## Step 3: Determine Your Title and General Content for the Event (for the purpose of your sales page – the content does not have to be final)

- Titles:
  - Benefit and Outcome Oriented:
    - No: Money 2.0
    - Yes: Master Your Money
    - No: Live Out Loud
    - Yes: Creating Breakthrough Events
- Content:
  - No more than 3-4 major content points per day (yes, even for a 1 Day!)
  - For longer events, each content point should have an anchor, something that anchors that teaching point into their bodies
    - Anchors:
      - Paired share
      - Individual share
      - Exercise
      - Video
      - Demo
      - Story
      - Meditation

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## Step 4: Planning Before the Event

- **Team** – you'll need at least 1 or more people to support you, depending on the size of the event.
- **Sales Page** – you'll need a page where people can register and pay you.
- **Location** – you'll need a location, usually NON-hotel locations are less expensive. Always check prices for food and beverage versus room rental.
- **Goals** – make goals for what you want your attendance to be each week. Usually 30-50% of attendees sign up during the last 7-10 days before the event.

## Step 5: Market and Fill Your Event:

- Emails:
  - Send emails to your list – starting with 1-3 a month
  - As you get to the 30-60 days before your event go up to 1-2 a week
  - Include urgency motivators:
    - Bonuses with deadlines
    - Early-Bird pricing with deadlines
    - Special incentives (free room night) with deadlines
- Free Tickets:
  - Offer free tickets to your current clients
  - Offer the ability to bring a friend for free or for a reduced price
- Calls
  - Call all people with free tickets
  - Call all people who you know might want to come
  - Have a consistent and clear call strategy that starts 60 days before the event:
    - Day 1 – call don't leave a message
    - Day 2 – call don't leave a message
    - Day 3 – call and leave a message and send an email
    - Day 4 – call don't leave a message
    - Day 5 – call don't leave a message
    - Day 6 – call and leave a message and send an email
- Other Speaking Events
  - For 1, 2 and 3 day events, you can do 1 hour live events at other organizations and offer free or discounted tickets to your longer events
    - For Example:
      - Our More Money Tour Stops

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- Our WELM events
  - Lead to our Master Your Money event
- Webinars, Livestreams and Videos + Product Launches
  - You can do webinars, livestreams and videos that lead to your events
  - You can also use these as a vehicle to sell a program. With that program comes a free ticket to your live event
- Social Media:
  - Free:
    - Creating an event and inviting people from there – make this your event comment page
    - Posting
    - Inviting people through FB messages
    - Using FB Videos to do your event
  - Paid FB Ads
    - This is tricky – but can work in the 2 weeks before the event – don't do this if cash is tight as it is a risk!

## Step 6: Plan Your Schedule for the Event

- **Always include some open coaching and Q&A before the offer**
- **Always walk around and check in with people after the offer – many won't purchase until you talk to them personally**

### Here are some examples, but this can vary:

- For a 3 hour event:
  - 1:00 – 2:00 – open and share and content point 1
  - 2:00 – 2:15 – break
  - 2:15 – 2:30 – content point 2
  - 2:30 – 3:00 – open coaching and Q&A
  - 3:00 – 3:20 – pitch and offer
  - 3:20 – 3:30 – break
  - 3:30 – 4:00 – content point 3
- For a One Day Event:
  - 10:00 – 11:15 – Opening story and opening shares
  - 11:15- 11:30 – Break
  - 11:30 – 1:00 – Content point 1
  - 1:00 – 2:30 – Lunch
  - 2:30 – 3:00 – Content point 2

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- 3:00 – 3:45 – Open coaching and Q&A
- 3:45 – 4:10 – Pitch and Offer
- 4:10 – 4:30 – Break
- 4:30 – 5:00 – Content point 3

## **Step 7: Follow Up After The Event**

- Keep track of potential leads that don't register at the event
- Follow up with:
  - Cards
  - Emails
  - Calls

## **Homework and CHALLENGE for May 31st, 2018:**

To receive your gift for this challenge – the following must be posted on Facebook by 5pm on April 30th on the PINNED POST at the top of the Money Club Facebook page.

- **Part 1:** Do 4 Sales conversations – these conversations will have been conducted from May 1-May 31:
  - Post the names or initials of the sales conversations on the post.
    - Owls:
      - 4 practice sales conversations
    - Wolves:
      - 2 practice conversations
      - 2 real sales conversations
    - Cheetahs:
      - 4 real sales conversations
- **Part 2:** Write 3 Aha's and Learning that You've Received From the RISE Business Academy on the FB Post – the more specific the better.
  - No owls, wolves, cheetahs here – this is easy for all to do!
  - **These learnings should come specifically from the content of the classes or immersions or MYM.**
  - Look at your notes or re-listen to a favorite class.
  - What are 3 takeaways that you liked?
  - This will help the whole class do a spring review of our leanings this far!