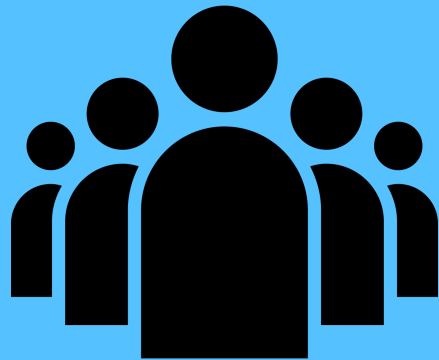


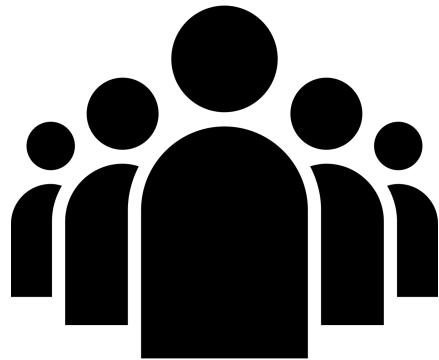
The Live Event Blueprint

HOW TO PLAN, WHEN & HOW TO PROMOTE, THE
ESSENTIALS



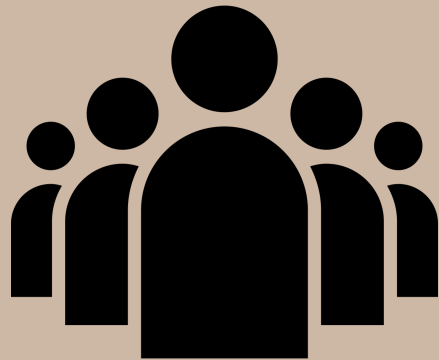
Maximize Profits from Live Events

**HOW TO, REGARDLESS OF WHETHER YOU HOST 20 OR 200 OR
2,000 PEOPLE, MONETIZE THE EVENT IN A WAY THAT HONORS
YOUR AUDIENCE AND BUILDS YOUR BUSINESS**



Maximize Profits from Live Events

**HOW TO, REGARDLESS OF WHETHER YOU HOST 20 OR 200 OR
2,000 PEOPLE, MONETIZE THE EVENT IN A WAY THAT HONORS
YOUR AUDIENCE AND BUILDS YOUR BUSINESS**



Maximize Profits from Live Events

HOW TO, REGARDLESS OF WHETHER YOU HOST 20 OR 200 OR
2,000 PEOPLE, MONETIZE THE EVENT IN A WAY THAT HONORS
YOUR AUDIENCE AND BUILDS YOUR BUSINESS



Maximize Profits from Live Events

HOW TO, REGARDLESS OF WHETHER YOU HOST 20 OR 200 OR
2,000 PEOPLE, MONETIZE THE EVENT IN A WAY THAT HONORS
YOUR AUDIENCE AND BUILDS YOUR BUSINESS

Pro tip: Live events are a great way to build your brand, as well as move people “deeper” in your funnel.

Brand / branding. Your look and feel. It's created by the things you post, the colors and fonts you use... everything. It's what people think about when you come to mind. Ideally, people associate your brand with solving a problem (or helping them step towards their potential) for which they can give you money. See also *Marketing*.

Marketing. When you ask for the sale. This corresponds to branding, which includes messaging that doesn't ask people specifically to buy something. See also *Advertising and Branding*.

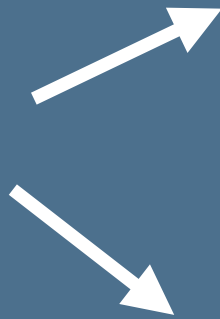
Advertising. Paid marketing. This is when you ask for the sale. See also *Marketing*.

**Note: think “bigger” and “broader.”
This training applies for hangouts,
retreats, meetups, summits,
seminars...**

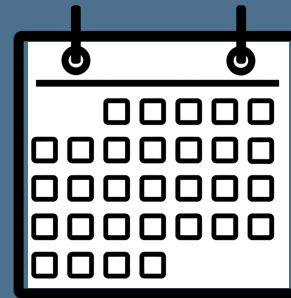
**... arguably, smaller events *might
bring a higher ticket price, b/c of
more access to you + fewer people.**



Live Event Training



1. Three keys to live events



2. Live event timeline



**3 KEYS FOR
LIVE EVENTS**

- 1. Educate**
- 2. Entertain**
- 3. Experience**

Pro tip: These three all flow down from the “top”— from your leadership, from your speakers, etc. It all begins with you.

1. Educate

**Your event strategy
needs to be more than
just “come and listen.”**

Pro tip: Your message solves a problem and/or helps step people closer to their potential.

**Best practice:
develop a curriculum,
with a framework, &
take people on an
intentional journey**



DEFINE YOUR DREAMS
& NAVIGATE FROM
WHERE YOU ARE
TO WHERE YOU'RE
DESIGNED TO BE

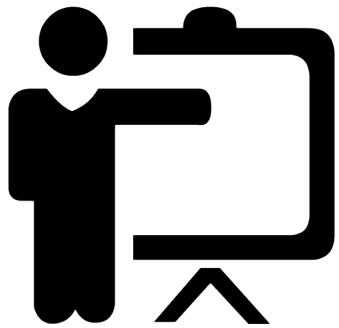
ANDREW EDWIN JENKINS

EatSleepAdvance.com

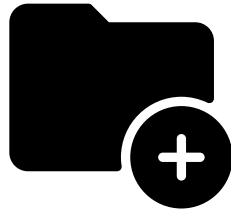
ADVANCE



ADVANCE PLANNER

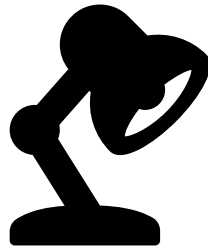


COURSES



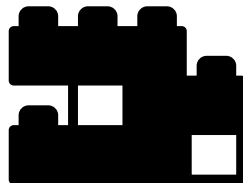
1. INFORMATION

Facts & figures, things people know



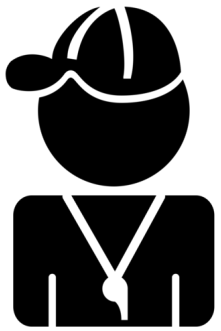
2. INSIGHT

A unique vantage point / perspective



3. APPLICATION

What to do in light of what you now know



COACHING



4. CONTEXT

Apply the framework to unique circumstances



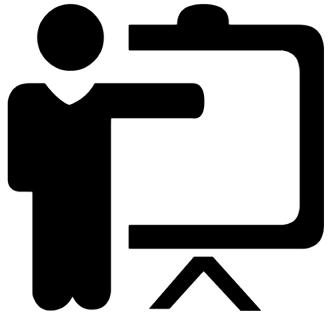
5. ACCOUNTABILITY

Someone to walk with you in the process

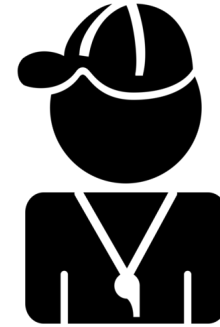


6. ACCESS

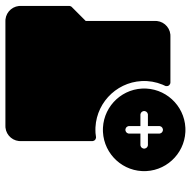
Exclusive, high-level connection w/ an expert



COURSES



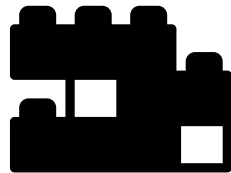
COACHING



1. INFORMATION



2. INSIGHT



3. APPLICATION



4. CONTEXT



5. ACCOUNTABILITY



6. ACCESS

2. Entertain

**You need to be “on”
and bring the energy.**

Pro tip: Arrive early | stay late— each day AND before / after the event.

Educate + Entertain

EDU-TAINMENT

INNER-TAINMENT

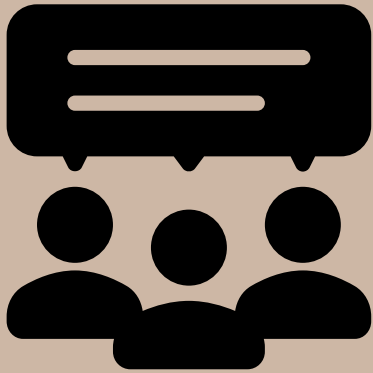
3. Experience

Take responsibility for the experience



1. Quick, frictionless registration
2. Music, lighting... environment
3. Schedule / structure
4. Community & interaction

4. Community & Interaction



Opportunities “in session” to interact

Non-mandatory activities

Connecting points— like receptions or after parties, dinners, etc.

Ways to connect— even if alone

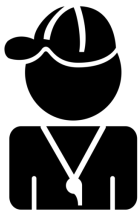
Pro tip: They will originally come for the content; they will continue coming back for the community.

**A few “bonuses” for
you which result from
doing your live event...**

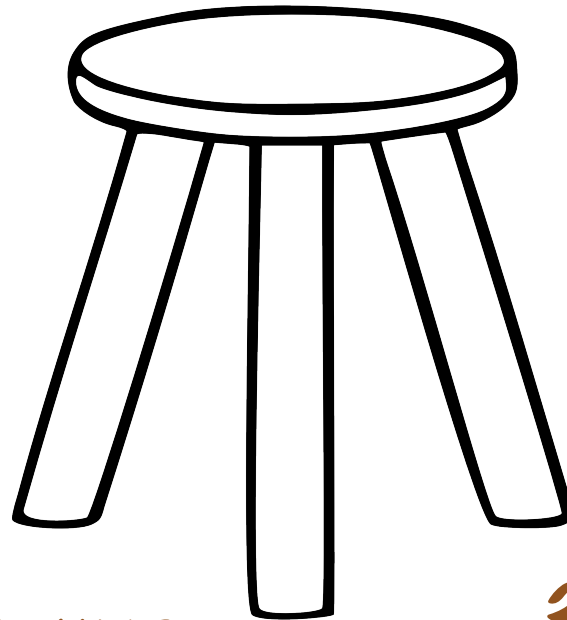
THE 3 CORNERSTONES OF MEMBERSHIPS ARE ALSO BUILT THROUGH LIVE EVENTS!



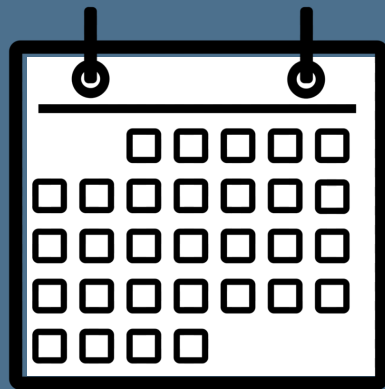
1. CONTENT



2. COACHING



3. COMMUNITY



Live Event Timeline

- 1. Audience & Authority**
- 2. Announce & Anticipate**
- 3. Affiliates, Allies, & Alumni**
- 4. Advertise & Acquire Customers**
- 5. After the event**

1. Audience & Authority

**Note: confirm your space before you
“go live.”**

Pro tip: “Everything” is negotiable at the event center. Don’t pay full price for anything.

Before you launch anything— a book, a course, coaching, online program, etc...

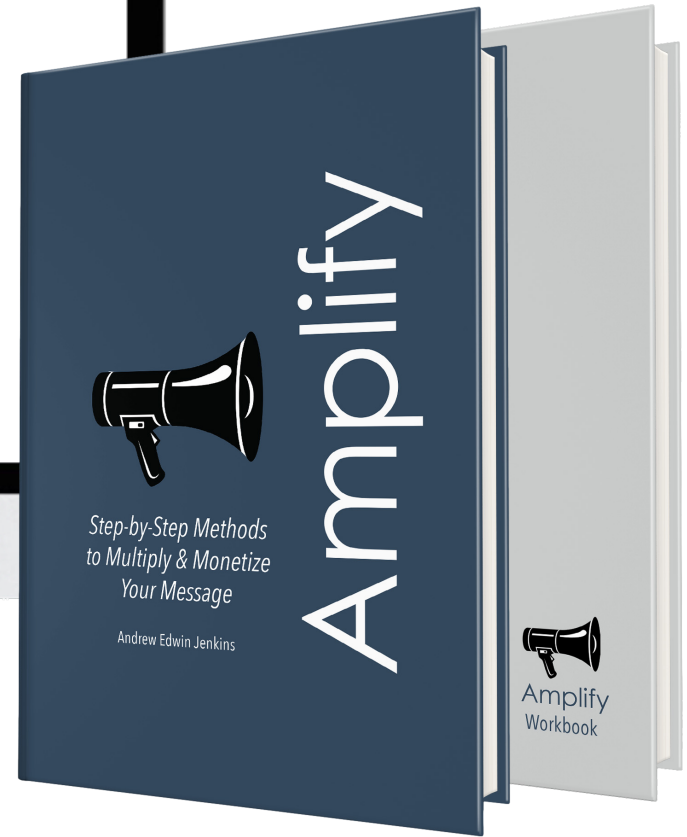
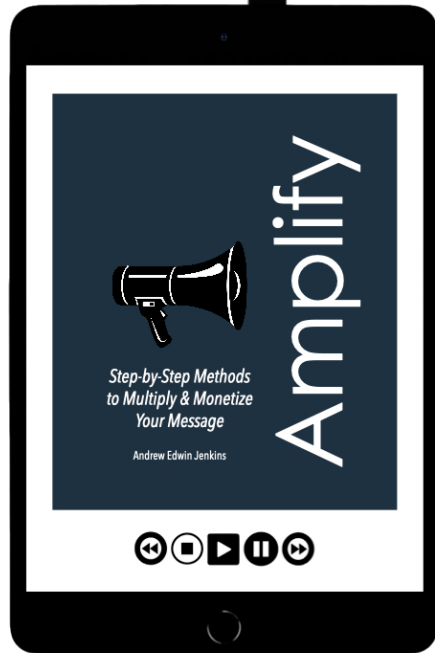
... build your audience.

You will always attract new people, but start with the audience.



Amplify

We'll help you share your heart-message with the masses via books, online content, and more





Free instant
access video

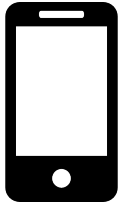


How to Grow Your Online
Audience (Even If You
Don't Have One Yet)

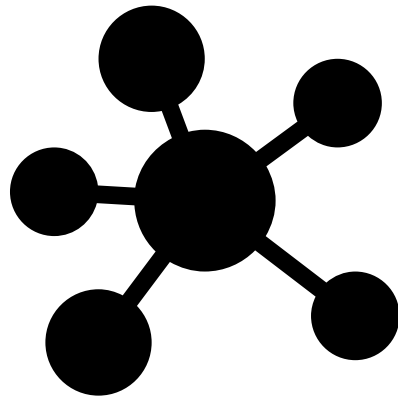
A STEP-BY-STEP PROCESS TO CONNECT WITH MORE
PEOPLE + AMPLIFY YOUR MESSAGE

Pro tip: You can plan your event *while* you build your audience. These don't have to be done at separate times.

USING SOCIAL MEDIA + EMAIL



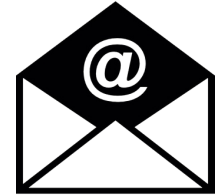
*SOCIAL MEDIA
IS GREAT FOR
THIS SIDE*



Branding
YOUR LOOK + FEEL



Marketing
ASKING FOR THE SALE



*EMAIL IS GREAT
FOR THIS SIDE*

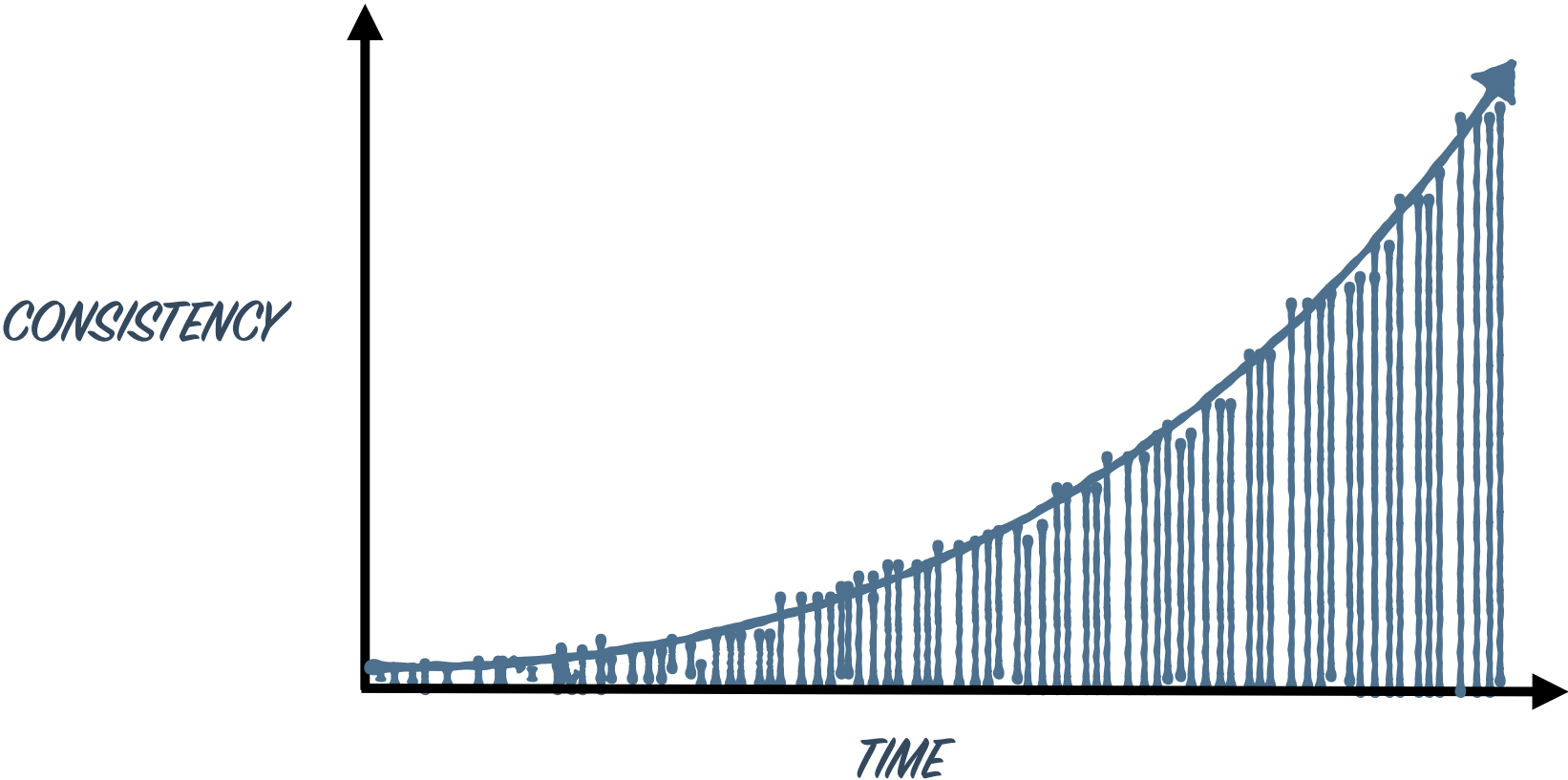
Note: you build an audience by establishing authority.

You can “test” it or “build” it by releasing a podcast, hosting an online summit, etc...

**Example: OilyApp+ online summits—
included Advance & Soul Wholeness**

TRUST GROWS OVER TIME

Trust = Consistency X Time



2. Announce & Anticipate

This is when you “pre-launch” the event...

Announce (read: “tease”) that it’s coming... 4-5 weeks BEFORE you sell tickets...

Begin answering FAQs, etc.

EVENT TIMELINE

*5-6 MONTHS
= PRE-LAUNCH*



*4 MONTHS OUT
= SUPER EARLY
BIRD TICKETS*

EVENT!

EVENT TIMELINE

5-6 MONTHS
= PRE-LAUNCH

4 MONTHS OUT
= SUPER EARLY
BIRD TICKETS

ANNOUNCE = "IN 30 DAYS WE GO LIVE..."

TAG IN EMAILS... AS YOU ANNOUNCE

THE DAY YOU GO LIVE WITH TICKETS, GO
"HOT" ON SOCIAL MEDIA ALL DAY...

... TALK ABOUT IT ALL WEEK...

CONSIDER A "COUNTDOWN CLOCK" WITH
SUPER-EARLY BIRD TICKETS THAT WEEK
ONLY, WITH REDUCED PRICE AND BONUSES

EVENT!

Get your confirmed speakers and vendors, if possible, involved in the launch... even if people haven't heard of them...

"You may not even know this person... so lucky to have them..."

Edify your team.

Pro tip: Consider filling seats with existing clients (tuition waiver, not free, 1/3 of cost)... this adds value, keeps them connected, helps you market to them, etc.

3. Affiliates, Allies, & Alumni

Affiliates = Give them 50% for selling your tickets... because it introduces you to another audience AND you can sell to those people at your live event.

Who can be an affiliate?

- * Influencers**
- * Fans**
- * Anyone who already owns anything you've sold**
- * Ticket holders... put this invitation in the confirmation sequence**

Allies = Event sponsors... place their logo on the program, in the workbook, onstage... sponsor a luncheon, invite them to talk, vendor hall, etc... (Don't overload, make sure they fit with your brand.)

Alumni = Market to your existing clients with a 1/3 price special offer... as a tuition waiver (materials fee only). Also, invite them to become an affiliate.

4. Advertise & Acquire Customers

Market the event with intentionality



Ticket sales

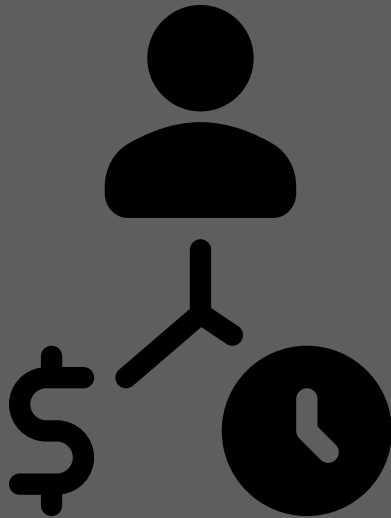
Upsell at checkout (VIP, after party, reception, access to you)

Cross-sell / sale a course

Sale onstage at event

Table at event, books, swag...

Selling onstage during your event



Give it a “full session”

Weave it through the entire talk, teaching while talking / selling

Needs to be a clear “next step”

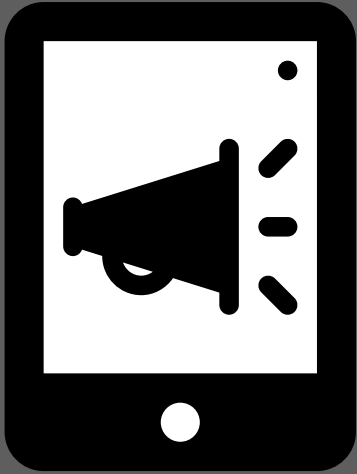
Add bonuses for event only

Drive it— not just refer to it

5. After the event

Pro tip: You have about one week post-event during which people who attended will be highly engaged and pay close attention.

Post-event



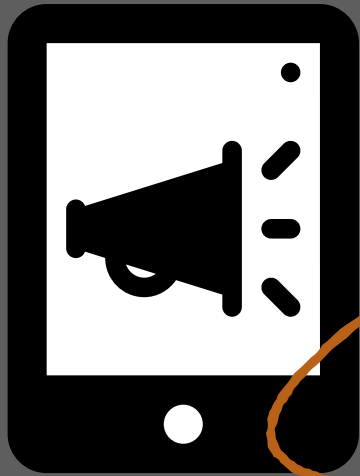
Follow-up with everyone who attended

Have an “apply for coaching” and “next event” offer

1st day = thanks for attending, 2nd & 3rd after = sell with a deadline

Offer something to those who did not attend, but saw posts, etc.

Post-event



Follow-up with everyone who attended

Have an “apply for coaching” and “next event” offer

1st day = “Thank you for attending”

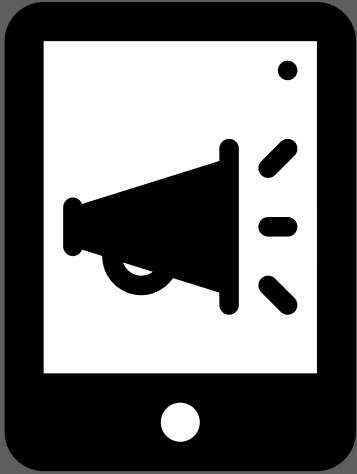
3rd after =

IDEALLY, HIGHER TICKET.. OR RECURRING REVENUE...

Offer some
attend, b

OFFER HIGH, THEN “DOWN-SELL.”

Post-event



Follow-up with everyone who attended

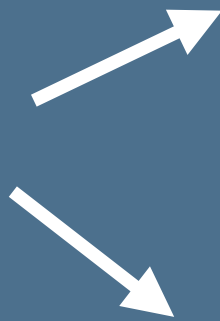
Have an “apply for coaching” and “next event” offer

1st day = thanks for attending, 2nd & 3rd after = sell with a deadline

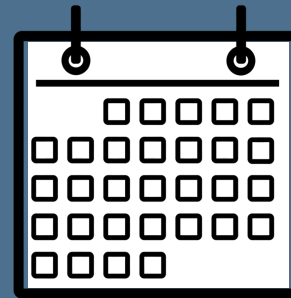
Offer something to those who did not attend, but saw posts, etc.



Live Event Training



1. Three keys to live events

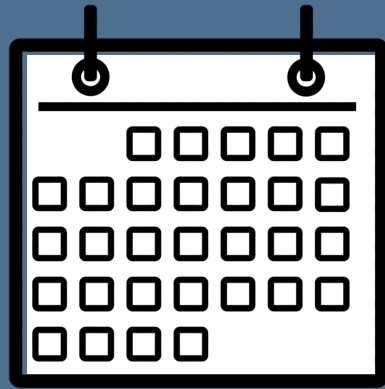


2. Live event timeline



3 KEYS FOR LIVE EVENTS

- 1. Educate**
- 2. Entertain**
- 3. Experience**



Live Event Timeline

- 1. Audience & Authority**
- 2. Announce & Anticipate**
- 3. Affiliates, Allies, & Alumni**
- 4. Advertise & Acquire Customers**
- 5. After the event**