

## 12 Steps Easily Fill Your Profitable Events

1. **Invite all existing clients to come as your guests** and send them multiple emails with a deadline as to when they need to claim their tickets. You can choose to have them reserve their tickets for a \$97- \$197 refundable or non-refundable fee or if give it to them for free.
2. **Invite all of your past clients from all programs to come.** Send them multiple emails with a deadline as to when they need to claim their tickets. Decide if you'll have them pay a refundable or non-refundable fee or if you'll give it to them for free.
3. **Have an invite a friend campaign** - give each client 1 to 2 friend tickets for \$97 each.
4. **Phone all existing and previous clients** and invite them to come.
5. **Ask all of your friends and colleagues to come** and ask them to invite a few of their friends.
6. **Align with key sponsors who share your ideal clients.** You can choose if they will pay to speak and sponsor or if you'll give it to them for free. Whatever you choose have a requirement that they must bring X amount of peeps for \$97 each. If you have 5 sponsors and they all have to bring 8 people, that's 40 beautiful souls!
7. **Launch a free call to your existing email list/ FB fans and social media followers.** Give valuable content and then make an offer to your tribe inviting them to your event. Send follow up emails with a strong deadline on how many tickets are available and when the price increases or some other limiter to get them to take action. You may need to launch multiple free calls or webinars until you reach your goal.
8. If you're currently launching 1:1 services, group coaching programs, selling books or info products you can **bundle a ticket to your event into your program offers.**

9. **After you've reached through your warm leads and contacts, you can kick off a FB ad funnel.** Here's an example. I hired a pro video team to shoot 2 videos for me. The first was a 14-minute video sharing about the Power of Live Events, why you should do an event and that I'd walk you through how to launch your own event at my event. The second was a 2-minute video inviting people to my event.
  
10. **Create a content rich free gift that you can share with your tribe and use as FB lead magnet.** For Example, I created an eBook called the Power of Live Events, Imagine Going Generating a Year's Worth of Income in a Single Weekend. I used this book for a FB ad which captured new leads, on the thank you page of this eBook, I shared my 14-minute video inviting them to the event or to the live stream.
  
11. **Connect with joint venture partners who share your target market and who are happy to support you in exchange for an affiliate commission.** You can give them copy for social media, their email community, clients and contacts. Whoever they refer you give a commission of the ticket price. And you return the favor down the road if you want to.
  
12. **Super affiliates campaign.** You have raving fans, clients, friends and colleagues who LOVE you and your work and who are already singing your praises. Create a super affiliate program and the person who refers the most people receives a gift from you i.e. - a VIP day with you, time on your stage, a gift certificate to the spa, etc. Make it fun and exciting and always follow through on your word!