

The 3 Biggest Mistakes You're Making With Filling Your Live Events and What To Do About It

Hi! I am so happy that you've received this free e-book and workbook. As an entrepreneur you know that creating events can be both rewarding but also very frustrating and unfortunately also a loss of money, especially when you are first getting started.

So many things can go wrong with events in particular **getting people to attend**. You probably already know this and that is why you arrived at receiving this great resource.

The reason I created this free e-book and workbook is to support you to successfully execute events with more ease.

What I've learned from personal experience and A LOT of trial and error is that **events require massive amounts of time and effort but can equally bring you massive rewards and satisfaction for your business**. Events are the quickest way I know to grow your business and bring you more revenue while creating a bigger impact.

If you're willing to take on the leadership role required with live events than I promise you that you will be successful and feel a deep sense of accomplishment.

I highly recommend that you print these pages and keep them in a folder or binder so you can easily access them and work on them without needing your computer.

Perhaps you've been banging your head against the wall after throwing spaghetti at it wondering "What is that I'm doing wrong?"

First we are going to demystify the three biggest mistakes you might be making with events and then I'm going to give you some solutions to immediately start addressing these issues.

Are you ready?
Let's get started!

The three biggest mistakes you are making with events are so clear in plain sight and that is why you're probably having a difficult time seeing them.

The first of these mistakes is something I've been guilty of myself:

You are doing it all alone.

You are executing your event, from start to finish without much support from others.

When I first started my health coaching practice in 2008 I was so excited to change the world!! My first workshop was a sugar blues talk. I booked a space at a yoga studio, made fliers and I sent out emails expecting an attendance of at least 20 people. I was lucky to have 5 people show up to my free talk!

With my second business, Urban Breath NYC, I consistently had workshops with an average attendance of about 8-12 people. Somehow that number rarely reached 20 and this was with the efforts of two people (my business partner and myself).

Years later when I produced my first Lounge event (which had an attendance of 50 people) I discovered one of the key elements to filling live events with success is to ***use the power of community.***



It's time to stop doing it all alone because once you actively involve others in supporting you fill your events you will without a doubt be successful 99.9% of the time.

Yes, I dare give you such a high number because I have seen it time and again, with my own events, and with events my clients and colleagues create.

One of the most important factors in filling live events is tapping into other communities that are filled with large numbers of your target market, the people you want attending your event.

It is much harder to only promote to your contact list when you're in the beginning stages of business because your contact list may not

be as big or not have enough numbers of people located in the proximity of your event.

The reason I jumped from having workshops that brought in 12 attendees tops to having a very successful event with an attendance of 50 is because I engaged a community of 20 people and they engaged their audiences. It made filling my event a breeze and so much more fun!

Today, my events easily bring in numbers of 100 people regularly.

I'm going to share with you some strategies I use to consistently and successfully fill live events.

The first thing I do is ask for support in promoting and I make this request of friends who I know don't mind sharing what I'm up to.

I make it very easy for others to promote for me by writing the exact social media copy and email copy they can use and I send this in an email, along with the appropriate links.

All they have to do is copy and paste; easy, breezy. The request is always followed by an open invitation to ask me for support as well.

Right now stop and think about 10 people that you can ask to help you promote. Make the list below.

The next important strategy I employ is inviting a select number of people to be cross-promotional partners.

Cross-promotional partners are people that will commit to more specific and recurring promotions of the event in exchange for specific promotion of their business at your event and in all of the marketing materials pertaining to it.

For example, one location of The Reebok Fit Hub Store has promoted my event in their store calendar and on their Twitter and Instagram accounts. In exchange their logo was displayed on my website, on the Eventbrite ticket link and also featured in the goodie-bag, which each guest received. I also sent out a certain number of social media posts announcing Reebok FitHub as a cross-promotional partner.

Similar cross promotions have also been established with individuals who have big numbers of the ideal attendees I want at my events.

Make a list 5 people or businesses you can invite to become a cross promotional partner for your next event.

Another way to use the power of community is to bring on support to help you execute other aspects of your event.

Ask for volunteers who can lend a hand in setting up, cleaning up and general running of the event. I often use social media and make the request for my friends to tag anyone who might be interested. This never fails.

Hire a Virtual Assistant who can manage your social media and answer emails, as well help you keep track of what needs to get done in the weeks leading up to your event. A great use for a VA is to send out personalized emails and messages to guests inviting them to attend and sending reminders for Early Bird deals and deadlines for registration.

The second biggest mistake you are most likely making with filling your live events is:

You're not giving yourself enough time.

You have an awesome idea, you can't wait to spread the word about your amazing event; problem is: it's happening in 3 weeks!! Be honest, you've done this before haven't you?

It's ok. I think there is many an entrepreneur who has also fallen into the trap of thinking that they had enough time to successfully have an event.

Just recently a colleague I know had to move her event twice because both times she barely gave herself a month to produce an all day workshop.

When it comes to events you want to carefully **plan your calendar and create a timeline.**



Write the desired date for your event. (Give yourself a minimum of 3 months to plan, especially if this a larger scale event)

Once you have your date, make a list of all the activities that must happen to make your event a success.

Include it all: from booking the space, to sending out the first email announcement, to making the requests for support, to setting up online registrations and other aspects of online marketing and promoting.

Will you be serving refreshments?

Do you need to order business cards or other printed material?

Are there any other items you need to purchase?

Do you need to go look at the space before the event date?

The best way to ensure that you have sufficient time to successfully execute your event is to start with the end in mind. Work your way backwards from the date of your event to now.

Write out all activities that must happen the day of the event

Write out all activities that must happen one day before the event

Write out all activities that must happen for your event 1 week out

Write out all activities that must happen for your event 2 weeks out

Write out all activities that must happen for your event 3 weeks out

Write out all activities that must happen 1 month before the event

Write out all the activities that must happen 2 months before the event

Write out all activities that must happen 3 months before the event

The bulk of the work should happen between 2-months and 2 weeks before the event. Once you have filled out each section, transfer the information into a word document that you can share with your VA and/or your team.

This will become your pre-event operations manual. If you plan on doing similar events, you can use this manual over and over again.

Now that you have an organized game plan the 3rd mistake you're probably making with filling your live events is:

You're not setting clear goals

One of my favorite quotes is this one from Henry Thoreau:

"In the long run we only hit what we aim at"

When I was facilitating workshops I wanted to get clients from them however the way I was organizing each one was with the intention to make money.

The lack of direction with my intention often resulted in workshops that cost me money to have with low attendance, which of course didn't provide enough prospects for my 1 on 1 program.

Not having a singular clear goal provided me with no aim to hit.



Unless you have sufficient amounts of support or several events under your belt I highly recommend that each large event have one clearly defined goal.

Whether it's having your event yield a good amount of money

OR

Fill the room with qualified potential prospects for your 1 on 1 work.

OR

Launch a new program or product in your business.

What you choose will determine many aspects of your event's execution, such as ticket price, event length, and the call to action you will invite your attendees into.

Remember you can't get what you want if you don't know what that is.

Write out the #1 most important goal that you want to accomplish with your event.

Now that you have clarity over the main result you want to have with your event make sure that every aspect of your planning reflects that intention.

Look at your action steps in your pre-event operations manual (what you created from outlining the steps in your timeline) so that your plan is aligned to the goal!

This is just the beginning of a very exciting journey and I commend you for wanting to create a bigger impact in the world!

Part of my mission is to support others be super successful with their work so they can help others' health, wellness and livelihood. That is how we will collectively create transformation on a global scale.

If producing events is something you would like to master, I invite you to book a complimentary 20-minute consultation with me so we can explore how you can do that!

Select a time to speak here:

<https://thelifestylelounge.acuityscheduling.com/>



Monica is the Creator of The Lifestyle Lounge, a fun wellness party for busy professionals, where they can find out what's hot in wellness and healthy living. As a Business Mentor, Monica works with a select number of men and women who are committed to creating transformation in the world. She was recently featured in The Food for Thought online summit along with Dr. Wayne Dyer and other wellness experts and as a business coach for the alumni of The Institute for Integrative Nutrition. Monica loves bringing people together in community to support personal and professional growth and success.

www.TheWellnessLounge.NYC