

The Barefoot Executive™

Success Strategies for Work At Home Professionals

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BOSS

**BUILDING YOUR BUSINESS
WITH EVENTS &
WORKSHOPS**

**CARRIE WILKERSON
AND
JENNY FLINTOFT**



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"Important Note: You will find strategically placed typos and grammatical errors in this document. They have been placed there to keep you alert. When you notice them & find yourself becoming more alert, you will know they have done their critical job..."

Carrie Wilkerson, The Barefoot Executive
Jenny Flintoft, Nicheology
Building Your Business with
Events & Workshops

Carrie: Hey everybody. This is Carrie Wilkerson, the Barefoot Executive, and I'm so glad you are here with me. Today I am actually talking to a great friend of mine, Jenny Flintoft, from JennyFlintoft.com. Hi, Jenny. How are you today?

Jenny: I am great. Thank you for being here with me. Oh, no, you're thanking me for being here with you. Thank you. (laughs)

Carrie: (laughs) So you guys can see Jenny and I always have too much fun chatting. Today what I've asked my best friend from across the pond to do is talk to you about how to use events and workshops and those in-person type things we used to call meetings to build your business. This is applicable no matter where you live, no matter what your business model is, and no matter where you are in your business whether you're new, established, or whether you're struggling.

Jenny has a ton of experience in this. She loves this and I asked her to put together a class for us so you can go replicate this as quickly as possible for your business model. I know I've implemented a lot of these things into what I do in my business online and offline and I think you're going to love it, too.

So Jenny, I'm going to turn the mike over to you; otherwise, I fear we'll just be talking over each other having entirely too much fun. I'll pop back on at the end. How does that sound?

Jenny: That sounds fantastic. I've got a lot to say, so yeah, you shoot.

Carrie: Okay. Everybody buckle up because here we go.

Jenny: Okay everybody, I'm so pleased that Carrie asked me to speak on this because she's absolutely right. I love, love, love running workshops and running events because I love the real live connection with a real live audience.

I love, as well, that the audience has chosen to be there because that's half the battle - that we have people in front of us who have chosen to be there. They want to be there, and they believe they are going to learn from us as a result of being there.

I think it's super important to honor those people for making that choice by providing a great personal live experience for them.

Once people connect with you in a live setting - providing that you did your job right by sharing great content and providing that great overall experience - you

know they're more likely to turn into raving fans of yours which means they're going to come back to you again and again because they like you, like your style, trust your motives, and trust and appreciate your content and your values. They can absolutely see the positive difference that you make in their lives.

This is all about building your business. We're choosing to build our business through the events and workshops medium and that's what we're here to talk about today, but raving fans spread the word. The word-of-mouth business is absolutely priceless because all of that continues to build and strengthen your business even more.

If somebody that you know and trust- a friend of yours or a colleague or somebody that you know- says: Hey, you need to hook up with this lady. You need to hook up with this guy and go to this event or this workshop, let me tell you, it's fantastic.

You are far more likely to act to what they have said than to read something from someone you don't know. So that's ultimately thinking not just about getting people into that ultimate event, we're thinking about spreading the word afterwards.

That's why it really saddens me that many people make some really silly mistakes that cost them time and potential clients which therefore, means that it's costing potential business. It actually costs them money and often a lot of it.

Today I want to talk you through some key steps that I believe are essential to bringing your events and your workshops truly to life so that they do serve your people and they're profitable for us. Ultimately, that's what we're here to do. We want to serve people in our niches but ultimately, we want to be paid for that, too, so that everybody gains.

I want to start first with how the majority of people start to think about promoting their events. Now if you're already running events or workshops or if you've run some in the past, just listen in and see if any of this has applied to you. This is a really common approach I see people make in marketing events and workshops.

First of all they come up with an idea for an event or a workshop and they get super excited by it so they design the content and the materials and the handouts. They're heart and soul and life is poured into the details and the content because they're passionate about the subject matter and they are passionate about sharing it with other people.

Then they look on the calendar and choose the date that they're going to run the event. Yes, that date looks great. They book the venue for the event and again, often what happens here is people actually book a slightly more expensive place than they might be able to afford at this stage because they're thinking bigger picture and bigger impact. They're imagining all those people flooding through the door and taking in the venue and the environment and the buzz.

So they've got the idea for the event. They've got all the materials and handouts. They know when they're going to run it, and they know where they're going to run it. Now all they have to do is find the people who are interested in that event and get them to come to it. Okay?

I'm hoping that the people who are listening in right now are thinking: Hmm, I do see why that could be a little bit flawed. So many people come from a supply focus rather than a demand focus.

It does not matter how excited you are by the topic, how much it fires you up, how much it personally inspires you. If no one else feels the same you are never ever going to make any money out of it.

There are just too many people out there at the moment who are saying things like: You know, if you follow your passion, follow your heart, and the money will follow.

I'm sorry. It really won't, and that can be a really terse message to hear if you are a passionate person. I am a passionate person and I've heard messages like that before. It hurts because passionate people want to excite and ignite other people with their message which is awesome.

The trouble is, those sorts of people tend to crash and burn very easily because of silly mistakes and overlooking key points. They spend a long long time hiding away and licking their wounds and feeling very sorry for themselves. The longer they do that the longer they're not going to make any money again.

Now I need to tell you - and this is me all over - I am not speaking from a place of being holier than thou - far from it.

Where I'm speaking from is a place of experience and a place of making silly mistakes and I have a heart for stopping people from making silly expensive mistakes like I have made in the past when I know they don't need to.

I have learned from those. I have picked myself off, dusted myself down, and now I've sort of developed this model for marketing events workshops which work. I'm passing it on to you to listen to and to learn from and most importantly, to action.

Never, never, never leave a place of learning without taking some action. Super important.

So the big thing here is if you're listening right now and even if you truly believe that you've got a fantastic ideal for a workshop, you have got to test that idea in the big wide world first.

You have got to find a crowd that's hungry for what you want to feed them.

You've got to get good at finding those people who want it really really badly.

So you may be on this call and thinking and listening: Okay, I've got my course on XYZ and I'm going to listen to what Jenny's got to say about how to market it. Actually, no, you might have to rewind a few steps. You might actually need to put your workshop or your event just to one side for a moment and go back to looking around to watching, listening, and focusing on what people really want and then move forward from there.

It might still be the same event but things may change. It's important that we get from a supply focus to a demand focus and in that way you can make sure that the topic and the event you're putting together and the design of that whole event is really really geared towards what people need.

If you train yourself to be really good at spotting demand and then create events to meet that demand, then you're always going to have a group of hungry people who are interested in you, who are interested in hearing from you, who are interested in seeing you speak and attending your events and workshops.

I've just talked about hungry crowds but I need to just put the pause button on that for a moment and before we talk about everybody else, I want to talk about you because the way you position yourself in the market (and more importantly in your own mind) has a huge impact on how you're seen by others.

If you want to be treated differently from the other people out there who are offering similar services and products to you, you have got to make that conscious decision to start thinking and acting differently. Don't think of yourself

as just another trainer or another coach or another therapist or strategist or health consultant.

Yes, there may be many of those people already out there but if you pull yourself in with them, you just lump yourself with the masses and you prevent yourself from really shining out and that's what you need to do. You need to be that someone different in that crowd - that one person who is different so that other people start to be drawn towards you because that's who you are.

You've got to start to think of yourself as an expert because you are one! Now you are an expert in your field of business. I repeat. Write this down: I am an expert in my field of business.

I know that even when I'm saying that right now there will be some of you who are just getting a little bit itchy listening to that little inner voice that's saying to you: You're not a real expert. You haven't written a book on this. You haven't been on any radio or TV shows. Expert? That's stretching it a little bit. So get back in your box.

No, no, no! I am not having that little inner voice. If that comes at you, package that up and send it to me and I will quiet it down, believe you me. Okay? Positioning yourself mentally in the business world is super essential.

There are a lot of people running workshops and there are a lot of people doing very very similar things to you so you have to have the attitude that you're taking a stand and the hurly burly and the busyness of the world and the busyness of your market and say: This is who I am. This is what I know I can do. This is how I know I can make a difference.

Now this isn't about making false pretenses or anything like that or being untruthful with what we're saying about what we can and cannot do. That's really important.

We've got to be ethical and we've got to operate from a place of integrity. You've got to have the strength of character to talk up what you've accomplished and make that known. This is not the time to hide your light under a bushel, you know?

Some people say: Well, I haven't got any testimonials to this event. This is my first workshop. Yeah, okay, that may be true, but you will have achieved certain results in this area whether that's for a friend or an old client or whether it was in

a place where you used to be employed or for business. You have got these areas where you have achieved these results. It's important you focus on those.

You know the reason why I believe that people fail to market their events and workshops effectively? I believe that they sit down at designing and creating and perspecting and changing and reshaping their course because that's their comfort zone. It's a topic that they enjoy and are passionate about and love. They indulge that passion to their heart's content in a really safe way, but there is often a little something that's holding them back from actually putting it out there.

I know Carrie calls it the Imposter Syndrome. Who am I that people should listen to me? Who am I to position myself as an expert in this area? We just stay safe at home and keep designing and designing and all the meantime saying: I have no money. I have no money. I have no money.

We have to say at some point: Okay. We need to get Colombo here and start piecing things together and say: Okay, you know what? The reason why you're not making any money is you're not marketing this event. You're not getting out there and you're thinking too much about yourself.

This is a bit of tough love, again. It's not all about you. (laughs) It really isn't. I'm sorry you have got to stop indulging yourself in those sorts of questions and saying: Oh, gosh. Who on earth would be interested in what little old me has got to say? You've got to stop paying attention to those inner voices and start paying attention to what's happening outside of you.

Listen to the people that you want to serve. What are they worried about? What are they concerned about? What's keeping them awake at night? That's what we need to focus on - other people - your audience - your potential clients and business and not you, okay?

I'm going to make an assumption here that you've taken that onboard. You've given yourself a stiff talking to and you're never, never, never going to say: Who's going to listen to little old me? I'm not an expert.

We're done with that. There's a line in the sand over that, and I want you to commit to yourself and to me that you see yourself as an expert wholeheartedly and now let's spend our time and energy focusing on where we can find those people who are hungry for what you're going to serve up to them because that is where the money is.

Let's find you a hungry crowd so you can get serving up some great food. First of all you need to pick a crowd that you deeply understand...that you share a passion with.

When I said earlier on about doing what you love and the money will follow or doing what you're passionate about and I said: No, no, no, that's not the case! Of course you've got to have passion about your subject matter. I'm not saying to be dispassionate. That's foolish.

Pick a crowd that you do understand, that you do share a passion with, and you share a common language with, that you've walked in their shoes and have empathy with. That might be individuals who have gone through a particular experience. That might be groups of people. You can pick this crowd.

You can find them in associations. You can find them in organizations, on forums, on Facebook pages. You can just type in almost anything you might be looking for (or they might be looking for) in Google and find out where they hang out. That's the first thing. You need to find that crowd.

Wherever you can find a crowd that you share that commonality with, that's where you start hanging out. That's all you do - hang out. The next stage is to get to know them really well. You can start to find out their hopes, their fears, what they need, what they want. Start to pay attention - really listen to the things that people get excited about or that people complain about.

This is you being detective. I mentioned Colombo earlier on. This is you playing detective here. You're piecing together all the bits of evidence of the crime, the complaint, the pain point. So you can produce the solution to solve that crime.

These are the sorts of things that I want you to be mindful about when you're hanging out with that crowd and you're watching, listening, and you're seeing the sorts of things that they're talking about. First of all, the first question I want you to ask yourself is: Can you easily reach this group in large numbers?

One thing I hear people say is: There's a definite need. Absolutely. I've seen it. They're talking about it all the time in the forum. When they've actually shown me what they're looking at - it's 4 or 5 people moaning about a particular situation in the forum. Yes, you might be able to help them with that problem, but 4 or 5 people is not going to bring in the money for you. You need to find 400-500 people...4,000 or 5,000 people.

It's not enough people just to have those 4 or 5 complaining about the same thing. Yes, that's an indication that there are people out there who need some help, but you need to find more people with the same viewpoint. That's one thing I want you to be aware of.

The second thing is: Is this group already spending money to solve the problem or to achieve the goal? Some of this is a problem thing. Some of it is a goal thing. Either way, are they already spending money to try and achieve this goal or solve this problem? How would you find that out?

That's important because I have to say there are some people who love, love, love, love complaining and often on forums. They love talking about a situation. They love talking about a problem but they have absolutely no drive or motivation to solve it. They just like moaning.

You need to see whether people are actually spending to try and solve those problems but haven't got the right solution yet. That's important, too. Another thing is in thinking about your market - are you really getting a sense that you've got your hungry crowd? You know what they want. Can they afford your solution?

Now I'm not just talking in terms of financial costs. I'm also thinking about things like time and a personal commitment. You might have already started thinking about some ideas.

If it's a 3-day event for time poor parents, that's not going to fly however much you think: The content is going to change their lives. It's going to rock their world. If they are already time poor and they are struggling to find time to spend with their kids, they're not going to opt for another 3 days away from them. Again, don't just think about it from the financial perspective. Think about it in terms of how long you propose the event is going to be.

The next one is going to sound crazy. Does your proposed market want your solution? That's really important. There are a lot of people out there who need a change and need what you've got to offer but do they really want it? Do they really want to put in that commitment and that dollar and that time?

Like I said earlier on, there are some people who just like to moan about it. Every single smoker across the land does not want to give up smoking so don't just look at all these smokers and think: Right! That's my market - because many of them don't. We've got to find out whether people want to make a difference or want to change.

The final thing is: Can you give a really compelling reason why this group should do business with you and attend your event rather than working with someone else, getting something that they're downloading? Why should they work with you?

If you think about it honestly, I can't remember the last time I saw a 100% unique business, product, or service niche. There are always other people who are going to be doing very similar things to you. That's fine. We cannot get hung up about it. That's fine. Rather than be afraid of it, roll with it. Just acknowledge it. We have to say: Okay. There might be 1, 2, 3 more people. There might be 100-300 more people offering very similar things to me. Why would people choose me over them?

Is it your story? Is it your nationality? Is it your background or your connections? Is it your humor or personality? Whatever you believe is the X factor that you possess- the thing that differentiates you from the others- use that to connect you with your hungry crowd.

Looking forward - the people who will initially come to your event aren't doing so simply because they want to spend a day or two with you. Hard as that might be to hear, that can happen in the future once they've come to want that. You've blown them away. You've rocked their world and provided an ultimate experience. People do want to come out and hang out with you time after time. That's fantastic but for first timers that's not usually the case.

The reason why they're booking onto your event is because they want the solution that you, you, you are providing. They have a problem. They're aware of it. They want a solution as well as need it.

Now once you've got all of that together, you've got a crowd that knows what they need and wants it. At this stage you could possibly start to flesh out a little what your event or workshop may look like. At this stage I would say simply pick topics or subjects, a bit of the content - how long you think you're going to run the event for- half day, two days, that sort of thing.

What I'd say is don't spend too much time at this stage. It's just you getting enough information to be able to put that into a sales page or into some sales literature. This is not you going back and starting to hide away and write the thing again.

What I would say is in general terms for events and workshops especially in this fast moving time pull world that we live in, the shorter the event the easier it is to sell particularly first timers.

The question then comes: Well, what have I got...just a stack of information I want to share and it's so much more than I can cover in one day.

There are a whole heap of things you can do. You could hold two separate events. Leave them hungry for more after the first day and then run another day in a few months or so or you could skim off the top of the content – some of the key points- and use that one day event to create a bigger desire, a bigger hunger, and use that as an opportunity to sell those people who have already paid and already chosen to be at your event and sell them into a longer, bigger, higher profile event later on in the year. Of course, maybe they get a discounted rate if they book on the day to event #1.

So in that way people get to sample you at a lower risk of investment of time and money, and as long as you provide value and fulfill your promises what tends to happen is you're more likely to be able to sell a bigger program to them (which is fantastic) which again, is building your business which is great.

So make sure you do provide that excellent value and content in that one day event. Don't use that simply to pitch for the bigger event because that's unfair. People will see through that and there will be a disconnect between you and them. Do be careful about that.

We want to get them on to your workshop and we want to get them to your event, but first things first - we've got to get them onto your list.

Now Carrie has an abundance of information and products and resources on building your list and really getting those people to come to you. She is the List Building Queen without doubt so if you haven't already got any of that stuff... run; don't walk. Check out what she's got to offer because it's top class. It's practical and it works. That's the important thing.

While I've got you here just for a few minutes let's take a quick look at some of the ways you can get people onto your list so you can start to prime them and get them hungry for your events.

The most important part of getting people onto your list is by giving them a really compelling reason to say: Yes, tell me more. I want to know more about what you've got to say on that.

You need to find ways of making that hungry crowd come forward with very little effort on their part. This is not about making them work hard. This is about enabling them to come forward in a really easy way and get a taste of what you're offering. So that could be a free report. It could be an ebook, a checklist, a teleseminar. It could be a Q&A document - whatever you believe is going to appeal most to your target audience.

Decide what that's going to be. Decide what's going to motivate your target audience most to respond most effortlessly and in the bigger numbers. Then you need to get a message that's actually going to motivate your people to respond. Then we need to place these messages in locations where your hungry crowd will be hanging out in the large numbers.

I'm going to call it a free sample for now whether it's an ethical bribe, an opt-in - whatever you want to call it, it needs to answer questions or solve a problem (even partially) that your prospective clients have.

It also needs to directly relate to the event or workshop you're promoting so there's a natural lead-on into that. Once you decide what that is, you need to find a way to deliver it to your clients quickly and easily and in a way that isn't cost prohibitive.

This is not about drumming up some fantastic videos and shipping them out. This is not the time for doing that. Anything that is instantly downloadable is clearly a winner. I can't think off the top of my head what isn't. Audios, podcasts, videos, books - all those sorts of things are instantly downloadable which is fantastic. Give it a really great title that appeals to the pain of your target audience that appeals to how you can help really smartly simply. Don't be cryptic at this point; just be really clear.

Within the message - and by message I'm literally thinking 2 or 3 lines here - don't mention your event. At this stage your primary objective is getting people to respond. You're going to have plenty of time once they're on your list to tell them about your workshop or your event, but at this point it's getting that hungry crowd to realize how hungry they are and to want that taster of what you're offering. Four things you need to be aware of when you create that message.

- 1) It needs to have a really attention grabbing headline. You don't want people skimming over that. We need you to hook into their eyeballs. You need to aim it specifically at your hungry crowd. This is not the time to be clever and cryptic and crafty. This is the time to be clear and compelling. Bam between the eyes so people think: What's that? I need it!

- 2) You need to emphasize the results that your freebie is going to deliver. What exactly are they going to get as a result of opting in?

We've got on AWHW (The Association of Work at Home Women) 44 Unusual Ways Moms Are Earning Money In Their Spare Time - 44 ways that stay at home women have found to make money online. There are 44 ideas of how to make money from your own home. Straightaway any work at home woman or potential work at home woman who is struggling and is wanting to find her little niche is going to think: That's what I want. That's what I need. I need that inspiration.

- 3) Make sure you state really clearly who it is aimed at. Use common experience or common pain or common goals to make sure that your hungry crowd is 100% certain that this is aimed at them... just like I described that this is for women who are looking for ways to make money at home.
- 4) Make sure your call to action is clear and simple. This is not the time to say: Check out my website for this or send in your email for that or Hey, guess what? I'm running an event. People think: Which one? Or I'll come back to it...and never do.

The call to action is: If you want this put your name and email address and click here now. Make it really simple and really super fast.

So your message (I'm going to keep calling it your message because it can be put around in a whole variety of different places.) can be put on your Facebook page. You could advertise on Facebook. You can post it on a forum. You could put it at the end of an article and submit that article to article submission sites which are going to slip the market.

You could use your message and your link as a really small ad in an online or offline magazine or Google Ads and if you're really clever, you could do all of those things.

This is about casting your net wide but casting it specifically where we know your hungry crowd is hanging out. So check out professional association newsletters in magazines. You could put an ad in there for a really small price or you could offer to provide an article to them and have your message as part of the article at the bottom. You could offer the freebie to the entire membership.

One thing I did was a downloadable CD. It was a full hour. It came with a mini workbook and action sheets. I approached a particular professional association

and said: Look. I've got this and I'd love to offer it to your association. I think it's really high value. I think it's exactly what they're looking for. I'm going to be absolutely transparent with you here. I'm not here to compete in your market. I'd just like to offer this free but in return to get them onto my list.

Because it was a complementary market rather than a competing market, they said: Wow. Yes, please. Many associations and memberships are crying out for content.

Those of you who write newsletters and blogs - many of you I know will get to blogging time and newsletter time you're thinking: Oh, what do I write about today? So these people are exactly the same. If you can offer them something for free, fantastic. That gets that pain away from them so they just simply put the link or a bit of a blurb about you on their magazine or their online forum or wherever it might be. People can click on that and go straight to you.

They get the freebie. You get them on your list. Job done. It's a great way of doing that and really getting your list built very very quickly in a super fast way.

You can also check out websites to find out where your crowds are hanging out. Look at Alexa.com. Now Alexa provides loads of information on websites but most importantly from our perspective it shows related websites.

If you've already got a website where you know your hungry crowd is hanging out, type that in and Alexa will show a heap of related sites which are very similar to that which is fantastic because then you can start to see other places you might not have been aware of. You can see which have got the largest population. You can see whether you can advertise on there or offer something to them like we mentioned earlier. That's something I really recommend.

Article submission sites – You've got an article. You have the message at the bottom or the call to action. Send that to one article submission site. They again slip the market with it. It's another way of reaching a wider audience that you might not be aware of.

Another thing is to think really creatively. Just last week I spoke at an event for a U.K. and a European shoeing tailor. They noticed last year a huge gap in their marketing. Do you know what it was? Nurseries and Day Care Centers... which is crazy but what we realized was if they could advertise in these day care centers to the parents of preschool kids and provide them with an incentive of getting their kids' first shoes at this particular store or getting their first pair of preschool shoes

and be proud to go to preschool in these brand new shoes or the kindergarten shoes, they thought: Wow. We could be on a real winner here.

So they got in touch with day care chains and independent day care nurseries and put this to them. They produced flyers for their notice board which was super cheap, advertised in their in-house magazines (again, most of the time at completely free), and what do you know? They have a massive uplift in sales; a huge uplift.

It got me thinking about those of you who are in the market appealing to parents or moms and I thought: The chances are parents – particularly working parents – don't do as much surfing on the Internet as perhaps other people because they simply don't have the time. They are very time poor. The reason why their kids are in day care is because they've got to work.

I thought: Wow. A perfect place to advertise and probably next to no financial investment for an absolute captive market. So really think creatively online and offline about where these crowds are hanging out.

Your list is slowly building and again, to reiterate what I said earlier, please do go back to Carrie's things that she has on list building because you're just going to get a whole abundance of ideas there as well. All of these different ideas are going to build your list to get them hungry to feed into your event.

You've got a great opt-in, a freebie that is high value and high content. You're excited about your event. You know how good the content is. You know how much it's going to make a difference to the lives of the people who attend. You know it's going to be awesome.

You've started to find the hungry crowd who want it as much as you want to give it, which is great, but even though people may need it and want it, many of your prospects may still be skeptical.

This is where I've worked with business owners and entrepreneurs before and they get super offended that people might be stalling at this point. They're saying: Well, they've got my opt-in. They can see how good it is. They know they've got a problem and they know I can help them. I cannot believe they are not signing up for my workshop or my event!

All of that may be true. It's not a personal judgment or throw on you but people have to have a compelling reason to part with their hard earned cash irrespective of how much or how little it is, believe me. I've had people sending me 3 and 4

emails over a product which was \$10. \$10! I could think: You know what? This is ridiculous. I am not justifying myself over and over again for a \$10 product.

Well, the fact is, there is something about that product which the other person wants or they wouldn't be emailing me if that wasn't the case. They need to feel safe and secure. By giving them that safety and security not only does it secure me the \$10 but it also secures that person's trust in me. You cannot put a price on that.

Are they more likely to spend more money with me in the future because of how I conducted myself over a \$10 sale? You better believe that they will.

I demonstrated to them that whether they spent \$10, \$100, or \$1,000 with me I am respectful that they've made their choice to place their money with me and I want to honor that respect by providing them excellent quality products and service.

It's super important. Let's not get hung up on prices here. Let's get hung up on our buyers and potential buyers and think: If they are emailing me they want this. They really want this so I'm going to do what I need to do to put their mind at rest and to build that trust in me. Really important that one.

While we're on the subject, let's look at the decision making process through your buyer's eyes. I know you're doing a lot of work before you're getting people stepping over the threshold of your venue whether that's at a local hotel, a national hotel, at a hall somewhere, but once they're there I have every trust and faith in you that you're going to run an awesome event or workshop. I have every belief in you but we've got to get them there.

Let's just have a look at that decision making process. Before we start creating materials which are going to convert those people who have opted onto your list into booking onto your workshop, we need to explore how they make those decisions.

Generally, there are about 4 different types of people who buy. There are the early adopters. These people tend to be right at the foot of the key, right at the foot of the marketplace. They're willing to experiment with anything new and they're attracted to the latest and greatest. Oh, that we could have 100% list built up of 100% early adopters. Wouldn't that be awesome? That would be great. We will have some of them. They are a small minority, but you will have some of those people on there, which is great.

We've then got the early majority. What these people tend to do is buy only after they've seen their peers buying which are the early adopters. So it may be that after the first bit of time of advertising your workshop or your event you talk about the numbers of people who have signed up and you put something on Facebook. You might even want to mention names if there are some big hitters who are attending.

Again, get that buzz up that the early majority people think: I don't want to miss out on this. I want to go. If those people are signing up then so am I! That's what we need to do. We need to create that buzz.

The third type of person is the late majority. These are more deadline driven. They're more reflective. They're weighing things up and looking at costs and investment of time. They're looking at what you've got to offer. They're watching the emails coming in from you and what you have to say about it. Then all of a sudden in the last 12 hours or before the deadline – bam! It's almost like the Cinderella complex. They're scared of the coach turning into a pumpkin so they think: You know what? I'm going for it. So they tend to be more deadline driven.

Again, don't get frightened when it's getting nearer to your deadline for filling your workshop. There are still going to be people lurking, listening, and watching who will sign up at the end.

Finally, we've got just the traditionalists, if you like. They're the slowest to respond, if at all. They wait to see if there are going to be any discounts. They wait to see what else is going to be offered. These are the people who without doubt are the hardest to convert.

How that translates into bookings for you is obviously, the early adopters are going to be the first to register after receiving your initial promotion. They'll be ready to die. All you've given them is probably the name of the event, a few lines about it, the date, and bang! They've responded. That's great.

Persuading the others is going to take more effort because they're going to be hesitant for the reasons that I've mentioned. So the first time you offer your program you're likely receive the majority of bookings from those early adopters so you can tailor your materials to appeal to them. First time ever! New Innovation! This group wants to experience something new so talk about a pre-launch event. Make it known that the first people experience that.

Now you may think you need to offer a discount to really clue people into that event, but actually you don't - not necessarily. The research on this particular

group is that price often isn't the key influencer. It's elitism. It's being the favored few. So if you can spend the event with just those people that's awesome because what you'll then get is testimonials from them which you can feed in to promote your future events.

One thing I'd say is given how people think and how they buy, you need to really think about advertising this and marketing this regularly. This is not just a 1 or 2 email event. I've seen that happen and people think: I can't do anymore. I can't email anymore. Yes, you can because you've got people -the late majority- who are waiting and looking at the emails and what you've got to say, seeing who else is signing up, thinking, thinking, waiting, waiting until the deadline. You have got to keep feeding them. Absolutely super important.

Another as well is I know Ali Brown mentions about all these emails one more time than you feel comfortable with. Now the problem is some people feel comfortable with one email. No! No! No! If you're comfortable with about 4 emails, do 5, okay?

For the odd, odd, odd few who think: I'm out of here and sign off from your list simply because you've emailed them 5 times; they were never, never, never going to buy. Wahoo. Great. They're gone. We're still got a group of focused people who want to hang out with you so that's really important.

Okay, so you've got all those things coming together and we know the type of buyer. We've worked into our sales copy all those different things that they're interested in. That's also things like the results that you're offering and how they'll gain at the end of the event.

Some people are interested in process and how it's going to be. You might talk about that or the number of delegates and whether it's an interactive or seminar type thing.

Some people are interested in the speaker so it's good to put an up to date picture of you. Let's not be photo shocked beyond recognition so when they turn up they say: Hi, I'm looking for Jenny Flintoft. YOU'RE Jenny Flintoft? You don't want any of that. You want them to see you as you are but there are those people who need that. They want to connect with you as a person.

Some people are security oriented. What's the risk? What's the guarantee? All those sorts of things - get into your sales copy so you're really appealing to people on all the different levels that they're interested in. They're already hungry for your solution - remember. They're already hungry. All you're doing is providing

them the menu of choices of what to eat and that's important that you give them that choice. Give them time to peruse the menu and then make that choice. That's absolutely fine.

So, if you do all that and follow those steps and pieces of advice you're going to make sure that you're going to get the right people at the right time to your event.

I'm not going to talk to you today about your physical materials. Like I said earlier, I trust you to run a great event. If you are passionate about the topic, passionate about the content, you know your stuff and can talk about it, I wholeheartedly believe that on the day at your event or workshop you will be able to rock that place. You'll be able to connect with them and really talk it up.

One thing I do want to say about the physical materials that you hand out at your workshop: They're for you to decide on whether you have handouts or whether you don't, whether you have files or whether you don't.

What I would say is don't spend a fortune. I've seen people spend so much of their budget on trying to make these files absolutely fantastic.

Black and white is fine. The fact that people are there, they're up for being there; they've crossed the threshold...fine.

One thing I did which absolutely rocked the event - I got more feedback from this than anything else - I bought some plain journals that were lined inside but the outside was spiral bound. They were 8X5 size with a really thick plastic cover. They were really sturdy but the plastic cover was just beautiful. It had these beautiful designs on there. They looked really classy.

Because of the event I just thought: I haven't got time to do all the handouts and the materials because actually I might change what I'm going to do in the moment and that means people don't have the handouts there because I've changed my mind. (I do do that a lot. I work with the needs of the crowd at the time.)

By providing the crowd with this beautiful journal for them to take as many or little notes as they want (I was using a flipchart and doing models and things on there.) they could copy those things down. That got more buzz...and I think they cost me \$3-4 each - absolutely nothing but the impact was fantastic.

Again, you don't have to spend a fortune. The impact when people walk through the door they think: That's fantastic. People love things like that, particularly girls. Girls are stationery freaks, let me tell you.

Okay, so we've got them there. They have paid. They are hungry. They are sitting there like little expectant chicks waiting for you to feed them and give them what they need. You've got them there already so they are hungry. This is how you can make more money at your seminar.

Thinking about Stephen Covey - he talks about beginning with the end in mind. You've got to think about the event not being the end. It's almost like the tip of the iceberg. It's almost like the start, if you like.

It's really important that you have something at the event which can give you an additional income or revenue whether that's things you can physically offer - books or physical DVDs - so people can pick up and buy. You could do upgrade packages where you sell them into another event or you could do one-to-one coaching or group coaching or a group event. (I don't want to call it a mastermind group but maybe group coaching.)

You could sell to a longer event. You could do a strategy where people get a half hour with you just to strategize. Again, you could use that half hour to sell them into something else.

You could create your own information products on specific areas. You could do some quick recordings or podcasts or something like that. You can get mp3 players quite cheaply filled with your podcasts on there. That's a great physical product.

There are things that you can be doing throughout the event that really hooks people in further and makes them want to spend more money with you. It's just added value.

If they don't sell; they don't. It's no great shakes but by and large, if you do your job well, there will be a percentage – at least 20% of the people there (you know the 80/20 rule) who would buy something else. A lot of the time people want something else so give that to them. Don't hide it from them.

The last thing I want to talk to you about is thinking afterwards. What's going to happen after? There are some people who will have bought from you and will be already sold into something else. There will be some people who will go away and reflect and will email you and say: I missed out. I want that. You said that the discount was only valid that day. I'm really sorry. I needed to check things out. That is always going to be the case because just as people have specific buying processes they also have specific reflective processes and they go away and say:

Oh, do I buy or do I not? There are some people who don't do the impulse buying as much as other people.

Have a system of keeping in touch with your delegates - the people who have taken the time out of their lives to be with you. Send an email thanking them first of all. What would be fantastic is if you can write that as soon as possible after the event mentioning specific individuals or mentioning specific occurrences.

It's great if you have one plugged into the system already that says: Wow. We had a great time. I'm always a little skeptical about those because I know that they've been written 21 weeks before the event has even run.) But if you can say: Wow. We had a great time. We've had some great breakthroughs with Robert who would choose X. Wasn't it fantastic we got Jane up onstage when she talked about XYZ?

If you can mention those, you show your passion in them. It's not just about wondering as soon as they leave at 5:00 or whatever time the event finishes you go: Whew! Let me count the checks here. You're still interested in them so you're mentioning the event and the common experience. You're bonding that group together.

Then have a system in place that maybe a couple of days later says: Hey, how are you doing? Still mind buzzing over what we talked about. I know some of you were a little bit nervous, a little bit skeptical on the day about signing up for XYZ and I appreciate and respect that. This is what I want to offer to you - Again, it may be a similar offer. It may be slightly different so you're still being respectful of the people who did take action straightaway. Just think about that and keep checking in with them.

Business is about relationships. It's not about the fast buck. Events and workshops are without doubt the biggest way of forging those relationships because they have seen you face to face. They have heard you speak and watched you in action and connected with you from the heart and mind perspective. That heart and mind will continue to grow your business time after time so do it well. It's super important.

Relationships will always build your business. The event/workshop absolutely fits on that relationship building and will bring the money into you providing that you follow those steps.

I'm going to start to bring it to a close. You've got that system now for marketing your own events and workshops. This isn't the end. I'm going to say what I said

right at the start: Never, never, never leave a place of learning without taking action. This is the end for my bit. This is the beginning for you - the time for you to put this into action. Super important.

Once you've finished listening to the call I want you to write down 3 things that have absolutely resonated and connected with you - 3 things that have really made a difference and what you are going to do as a result of having that connection and that aha moment. Put that into action and I wish you super success in your events and workshops. They're fun. Enjoy it.

Carrie, are you there?

Carrie: Yes, ma'am. Perfect. My head is spinning in only all the good ways. Lots of good information.

Again, I encourage you to write those take action items down right now and then go a step further. Look at your calendar. Plan a date for your event and then back it up with all the stuff necessary to make it happen because until you set a date it's only a good idea. Ideas are not really what produces income but action does.

This is Carrie Wilkerson, the Barefoot Executive, and Jenny Flintoft from JennyFlintoft.com. Thank you, Jenny. We appreciate you.

Jenny: My pleasure. Delightful to be here. Thanks, Carrie.

Carrie: Okay, everybody. You go out and make it an amazing day.

Bye.