

#UNLOCKSIXFIGURECASHFLOW

# PROFIT FROM LIVE EVENTS

HOW TO BUILD YOUR OWN STAGE WHILE MAKING MORE IN DAYS THAN MOST  
ENTREPRENEURS MAKE IN A YEAR (EVEN IF YOU'VE NEVER HELD A LIVE EVENT BEFORE )





# Text CD to (302) 200-3399

(Will also get you a copy of my slides)



# Allow me to introduce *myself* . . .

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- An award-winning million-dollar business growth mentor
- In the last 7 years, my live events have generated \$6.6M in revenue
- I have held events with as few as 4 people and as many as 300 and I've profited from each one





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*It wasn't always this way . . .*



*Stopped trading my purpose for a paycheck*



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ALIGNMENT WAS MY LIFE LINE



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# THE INCREDIBLE FACTOR®







## MINDSET



HOW YOU  
WIN THE  
INNER GAME  
OF BUSINESS



## BRAND MESSAGING



HOW YOU  
GET KNOWN



## MARKETING



HOW YOU  
GET FOUND



## SALES



HOW YOU  
GET PAID



## OPERATIONS



HOW YOU  
BUILD YOUR  
BUSINESS



## TALENT OPTIMIZATION



HOW YOU  
GET THE  
COMPETITIVE  
EDGE



## LEADERSHIP AND LEGACY



HOW YOU  
CREATE A  
LIFE YOU  
LOVE



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*The Problem...*



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... *The Solution*



# *During our time together . . .*

- 7 types of events that are highly profitable
- 5 step process for profiting from live events
- The #1 mistake that will keep you from profiting big from your live events



*During our time together . . .*

- My favorite strategy to fill the room with ideal prospects who can't wait to enroll in your high ticket programs
- Why most people who do live events go in the hole and how to change that immediately



*By the end of this class . . .*

**A SOLID INTRODUCTION FOR  
HOW TO PROMOTE, POSITION  
AND MOST DEFINITELY PROFIT  
FROM LIVE EVENTS**





# *Once you learn the keys . . .*

- Wake up each morning knowing exactly how you're going to fill your next live event
- You'll CONFIDENTLY see yourself as the INCREDIBLE expert that you are as evidenced by a room filled with excited prospects from as close or far as you desire
- You'll have a bank account you can be proud of



*"If you believe that you must work hard in order to deserve the money that comes to you, then money cannot come to you unless you work hard. Financial success, or any other kind of success, does not require hard work. It does require alignment of thought."*

*Abraham*



# PROFITABLE EVENT TYPES

- Executive Roundtables
- Power Breakfasts
- ½ or Full Day Seminars (Intro Events)
- 2 -3 Day Workshops
- Small Group Intensives
- Retreats and Luxury Retreats
- Large Conferences/Events



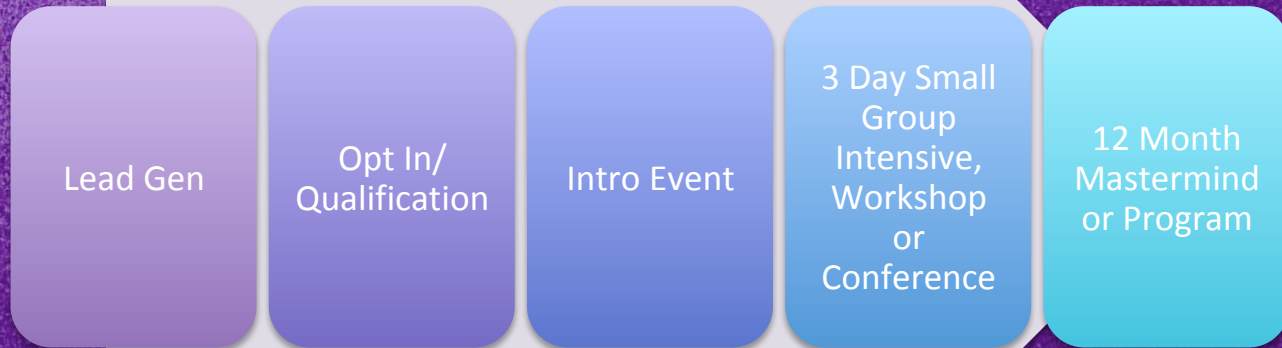
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ready to  
enroll?



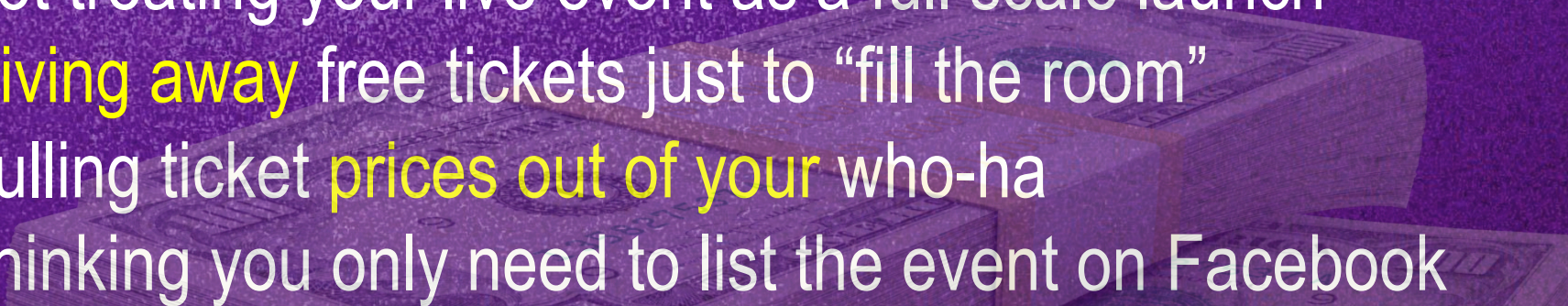


# Live Event Business Model 5 Step Process





# *Regardless of which you choose avoid these mistakes*

- Not clarifying the event purpose and **SPICE Problem™** it solves
  - Not creating a **key messages** document
  - Not treating your live event as a full scale launch
  - **Giving away** free tickets just to “fill the room”
  - Pulling ticket **prices out of your** who-ha
  - Thinking you only need to list the event on Facebook
- 
- The background of the slide features several thick stacks of US dollar bills, likely \$100 bills, arranged in a slightly overlapping manner. The bills are a light green color, contrasting with the dark purple background. The stacks are positioned in the lower half of the slide, behind the list of mistakes.



# *Profit from Live Events by the Numbers*

- 30 people @ \$49 ½ day seminar = \$1,470
- 30% (10) join you for intensive = \$25,000 (\$2,500<sub>ea</sub>)
- 30% (3) enroll in 12 month program = \$54,000
- = \$80,470 x 4

\$321,880



# *Profit from Live Events by the Numbers*

- 60 people @ \$49 ½ day seminar = \$2,940
- 30% (20) join you for intensive = \$50,000 (\$2,500<sub>ea</sub>)
- 30% (6) enroll in 12 month program = \$108,000
- = \$160,940 x 4

\$643,760



## Meet Shelline . . .

She's an private event consultant turned executive coach who I recommended hold an executive round table to introduce her business shift to corporate decision makers.



*“Without Darnyelle’s help with holding my OWN live event, I wouldn’t have made an extra \$355,000 to shift my business massively. If I could do this with an executive round table just imagine what you could do with the live event of your choice.”*



## Meet Andy . . .

He's a Master Storyteller Coach. We spent a VIP Day together mapping out his revised business model – he wanted to come off of the road but still make great money.



*“With Darnyelle’s help, BEFORE our VIP Day, I had already made \$15,000 from our pre-call. Since then, I have leveraged my own live event to generate \$500,000 a year doing what I love. Now, I can keynote when I want, not because I have to.”*



# *Promote . . .*

- Determine Audience and SPICE Problem
- Decide Your Intro Event Name and Content
- Decide Signature Workshop Name and Content
- Determine Marketing Plan for Intro Event



# Ask Yourself . . .

- What is the **S**pecific **P**ervasive **I**nsurmountable **C**lear and **E**xpensive **problem** I will solve at my event?
- What is the **S**pecific **P**ositive **I**ntentional **C**lear and **E**vident **outcome** my event will provide?
- What is the **real value and transferable result** me solving this problem will bring to the attendees I serve?



# *Position . . .*

- Determine and Deliver Core Content
- Take Care in Setting Up Run of Show (Be Strategic)
- Choose Your Team Wisely and Prepare So Results Occur



# *Profit...*

- Deliver Content and Transformational Experience
  - Invite Them to Transform (Invitation proceeds transformation)
  - Master Live Event Sales Process and Enroll into Your High Ticket Programs
- 
- The background of the slide features several large, overlapping stacks of US dollar bills, primarily \$100 bills, rendered in a semi-transparent, purple-tinted style. The stacks are arranged in a way that creates a sense of depth and abundance, with some bills clearly visible on the top surfaces of the stacks.





*Key: I have a qualified team  
support you*



# *The right team . . .*

- Hire an event manager
- Training for volunteers
- 3 core teams
  - Operations Team
  - Talent Team
  - Sales Team



*Or, you risk . . .*

- Never hitting your income goals
- Undervaluing the importance of serving attendees fully
- Not fulfilling your purpose on this earth



*Key: Offer a high ticket program  
at your event*





# *The Bottom Line...*

It feels **INCREDIBLE** to INVEST in the BEST THERE IS!

When you charge more, you'll have more time and energy to help more people get the transformation you provide



# *High ticket offers . . .*

- Allows you to serve your clients fully while leveraging your time
- AND you get the joy of making a bigger impact for your clients and more income for YOU...
- Your event type, length of event and ticket cost dictates your offer



# Meet Kim & Shay . . .

They own a real estate development company. They use to only rehab properties.



*“Before Darnyelle, we knew we needed a way to maximize our time and increase our income in our business. With Darnyelle’s help, we created a small group intensive training that added an additional six figures to our businesses bottom line.”*



*Key: Don't ignore the importance  
of the "Run of Show"*





*Run of show . . .*

I made this mistake myself... in the beginning

Profiting from a live event is a strategic occurrence. Not thinking through every facet of the event will cost you.



*All I do is **profit**...*

- GET CLARITY so you can promote your event
- Create key messaging and a full blown marketing plan
- Have a qualified team to support you
- Make a high ticket offer
- Don't ignore the importance of the run of show







#UnlockSixFigureCashFlow

[DARNYELLE.COM/SESSION](https://DARNYELLE.COM/SESSION)

SPACES ARE VERY LIMITED - SIGN UP **NOW**

Or TEXT CHAT TO (302) 200-3399