

Profit From Live Events Planning Sheet

PURPOSE

What's in it for them (Outcome/Promise):

What's in it for you (Purpose):

Investment:

PROMOTION PLAN

Intro Event:

Networking/Outreach:

Email Marketing Sequence:

Featured Panelists:

Speaking Gigs:

Other:

CORE CONTENT/CURRICULUM

Day One – Mindset and Alignment

Day Two – Transform

Day Three – Inspire Action

IDEAL AUDIENCE & SPICE PROBLEM

(Specific, Pervasive, Insurmountable, Clear, Expensive)

Problem they know they have:

Problem they're embarrassed to admit:

Problem that is really the problem:
(they don't know what they don't know)

1. Initial Problem →

2. Initial Solution →
(event name)

3. New Problem →

4. New Solution →
(12 month program)

SUPPORT TEAM

Operations

Talent

Sales

OTHER NOTES