

#PFLE19

PROFIT FROM LIVE EVENTS

HOW TO GENERATE SIX FIGURES BY BUILDING YOUR OWN PLATFORM

About Darnyelle...

- An award-winning million-dollar business growth mentor
- In the last 8 years, my live events have generated \$7M 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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About Delatorre ...

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- Creator and host of 5 signature six figure live events
- 4000+ PAID Presentations Globally
- 15 year member of NSA mentored more than 400 Influencers







WHY LIVE EVENTS

- Deepens the Learning
- Allows for Execution
- Broadens Range of Content
- Build KLT Factor
- Shifts Information to Transformation

BENEFITS OF LIVE EVENTS

- Build Your Own Stage
- Create Your Own Rules/Atmosphere
- Fill Gaps in Calendar
- Multiple Streams of Revenue
- Build Tribe & Community
- Unleash Your Creative Genius
- Create Offers to Support Your Tribe

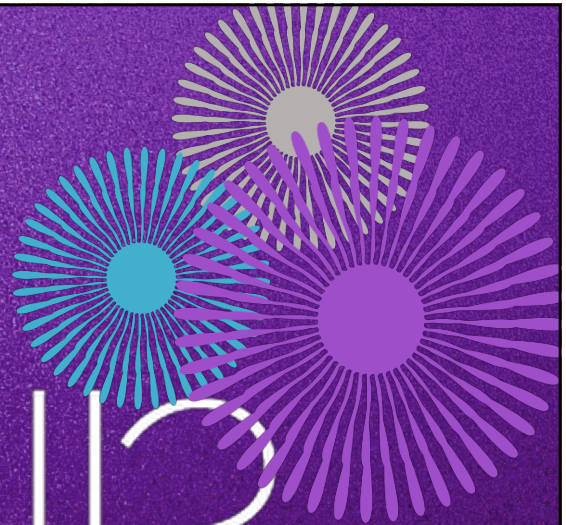
WHY PEOPLE ATTEND LIVE EVENTS

- Health
- Wealth
- Execution on Information
- Connection
- Philanthropy

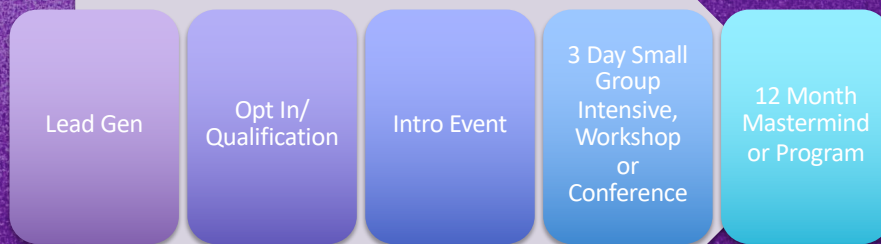
PROFITABLE EVENT TYPES

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

ready to
enroll?



Business Model Sequence



Regardless of which you choose avoid these *mistakes* ^{#PFLE19}

- 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

Profit from Live Events by the Numbers

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- 50 people @ \$49 ½ day seminar = \$2,450
- 30% (15) join you for intensive = \$37,500 (\$2,500_{ea})
- 30% (5) enroll in 12 month program = \$90,000
- = \$129,450 x 4

\$519,800

Key Assumptions:

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1. You create your signature foundational program that is delivered as a 3-day live event once per quarter
2. Each intensive/retreat has 10-12 attendees (with goal to grow to 18-20)
3. You enroll them into a 12-month (or longer) program for support, accountability, coaching, mentoring and community

Meet Delatorro . . .

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He's a top keynote speaker and peak performance giant who's been hosting live events for years but realized there were gaps in his process impacting his profits. Leveraging only what I teach at PFLE, Delatorro just closed just show of multi-six figures at his live event, FTX19.



"It's been one of the greatest business investments I've made and I've been a full-time entrepreneur for 14 years and have been in the speaking business for 18 years."

Step 1 Promote . . .

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- Determine Audience and SPICE Problem
- Decide Your Intro Event Name and Content
- Decide Signature Workshop Name and Content
- Determine Marketing Plan for Intro Event
 - Networking and Outreach
 - Email Marketing
 - Panelists (secret weapon)
 - Speaking Gigs to Fill Intro

Ask Yourself...

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- What is the **Specific Pervasive Insurmountable Clear and Expensive problem** I will solve at my event?
- What is the **Specific Positive Intentional Clear and Evident outcome** my event will provide?
- What is the **real value and transferable result** me solving this problem will bring to the attendees I serve?

Step 2 Position...

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- Determine and Deliver Core Content
- Leverage Clients and Client Success Stories to Seed About Continuing to Work With You
- Employ Stick Strategies to Ensure Attendance
- Take Care in Setting Up Run of Show (Be Strategic)
- Set Up Strategic Experiential Activities
- Choose Your Team Wisely and Prepare So Results Occur

Step 3 Profit...

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- Deliver Content and Transformational Experience
- Have a Strategic Run of Show
- Highlight Results
- Make Your Offer
- Enroll
- Celebrate

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

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Run of show . . .

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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.



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We come bearing gifts...

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Live Event Planning Sheet
Text EVENTS to (302) 200-3399

Get The Slides too

