



## Profit From Live Events Nailing Your Message

### *Purpose*

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

What's in it for you (Purpose/ Big Why)

### *Ideal Audience & SPICE Problem*

(Specific, Pervasive, Insurmountable, Clear, Expensive)

Problem they know they have:

Problem they are embarrassed to admit:

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

Initial Problem → Initial Solution → New Problem → New Solution  
(marketing message)                      (event name)                      (emerges @ event)                      (your event offer)

## *Event Power Statement*

[Live Event Name] was created to help X [audience of one] do Y [problem you solve] so that Z [ultimate transformation or result]

**Step One:** Identify your Audience of One based on a strongly held label. Your audience of one has labels that they strongly resonate with and as a result of highlighting one of them, you will get them to self-select into your products and services when they have the top of mind problem that you solve. Examples of Strongly Held Labels: Mother, Entrepreneur, Leader, CEO, Manager, Baby Boomer. What is your audience of one's strongly held label? \_\_\_\_\_

**Step Two:** Identify the ACTION verb that will excite your audience of one. You must show them how you will move their problem into a solution.

**Which action verb will you use in your power statement?**

**Step Three:** List the specific top of mind problem that you help them to solve.

**Step Four:** What is the ultimate result or transformation they will experience in working with you? How will your client be able to gauge the success of your work with them? What will be the tangible return on investment (ROI) that they will be able to see, hear, feel, taste or touch and more importantly measure?