



INCREDIBLE  
*one*  
enterprises®

*profit from*  
**LIVE EVENTS**

**CHEAT SHEET**



Live and Virtual Events continue to be one of the best ways to move your business toward the million-dollar mark. With the ability to generate six or seven figures in 1-3 days, you can literally change your life and business overnight. Sadly, most people who are hosting events are hosting them **WRONG**; and it is impacting their income and ability to transform the lives of others. We've seen more people lose their shirts with high food & beverage minimums and unrealistic room night commitments than we can count! **That doesn't have to be your story.** After 10 years of successfully hosting live and virtual events and generating more than \$15M in gross revenue, I created something for you...

*introducing*  
**THE PROFIT FROM LIVE  
EVENTS CHEAT SHEET.**

*Here is your opportunity to plan an event that  
will leverage and scale your business the right  
way from the start.*







**WATCH THE POWERFUL TRAINING THAT ACCOMPANIES  
THIS WORKSHEET AND LEARN HOW TO MAKE MORE IN  
1-3 DAYS THAN MOST MAKE IN A YEAR.**

*watch it now!*

*[www.profitfromliveevents.com](http://www.profitfromliveevents.com)*



## 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:

## 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*):



CORE CONTENT CURRICULUM

Day One  
Mindset and Alignment

Day Two  
Transform

Day Three  
Inspire Action

SUPPORT TEAM

Operations	Talent	Sales

ADDITIONAL NOTES





## MEET *jasmine*

### **“I MADE NEARLY ½ MILLION DOLLARS IN 3 DAYS!”**

“With Darnyelle’s help, I hosted my first 3-day event to massive success. In three days, we did nearly ½ million dollars in sales! While hosting an event is a lot of work and there are tons of moving parts, having Darnyelle guide me through the process was so pivotal to what we were able to create. I am already looking forward to hosting my event next year. I highly recommend Darnyelle and her Leverage + Scale Enrollment Events course and framework.”

Jasmine Womack,  
*Storytelling Coach & Speaker*



## MEET *delatorro*

### **“ONE OF THE BEST BIZ INVESTMENTS I’VE MADE”**

“An incredible experience with the amazing Darnyelle Jervey Harmon and Tiffany Chalk! If you are an influencer, an internet marketer, a speaker, a coach, a consultant, a thought leader, or an entrepreneur, and you put on events of any size: half-day events, 1-hour events, 30-minute events, webinar events, big conferences, medium conferences, small conferences, you HAVE to get this training. It’s easily been one of the greatest business investments that I’ve made and I’ve been a full-time entrepreneur for 14 years and have been in the speaking business for 18 years.”

Dr. Delatorro Mcneal, II,  
*Peak Performance Expert*







## MEET *ashley*

### **“WE MORE THAN DOUBLED OUR RESULTS.”**

“We more than doubled the revenue of our event from the previous year using many of the strategies Darnyelle teaches! Specifically, adding in additional pre-event touch points helped us to develop deeper relationships with our clients and inevitably serve more people in our higher level programs.”

Ashley Nicole Kirkwood,  
*Author, Lawyer, & Speaker*



## MEET *shadé*

### “I 10X'D MY INVESTMENT IN 48 HOURS”

“We more than doubled the revenue of our event from the previous year using many of the strategies Darnyelle teaches! Specifically, adding in additional pre-event touch points helped us to develop deeper relationships with our clients and inevitably serve more people in our higher level programs.”

Shadé Y. Adu  
Brand Strategist & Event Host

*read more success stories*







**JOIN ME AND LEARN HOW TO MAKE MORE IN 1-3 DAYS  
THAN MOST MAKE IN A YEAR.**

*I'm all in!*

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