

Setting Up Your One Day Event

Planning Your One Day seminar is in three parts: Promotion before the event, the Event itself and After the event.

I. PROMOTION

Begin your event promotion 60-90 days in advance of the event unless you all ready have a well-established client base that will respond to your initiation to attend.

- A. Pick a date and a location – this makes it real
- B. Create your fliers and promotional copy
- C. Set up online registration and/or have forms with you to register people live as you go around and promote your event or a credit card swipe that goes to your phone and into your merchant account
- D. Hold introductory evenings and charge for them \$20-30 (you pre-qualify those willing to invest in their own personal growth).
- E. Hold events at other peoples centers or book stores or even good health food centers and at peoples homes – get others on board
- F. ALWAYS have fliers to hand out and registration forms to sign people up right at the events – offer a special discount when they register immediately.
- G. I always have the regular price and the special. For example regular One Day event is 295.00 but when you register tonight you receive the special early registration price of \$185.00 (Motivate them to register now).
- H. ALWAYS have a clipboard and preprinted form to collect their name, email and phone number – these names are the people you develop a relationship with and will invest money with you. Take them home and put them into your data base
- I. Offer a gift of some kind – either a newsletter or an eBook or MP3 audio file or 10-tips for your success.
- J. Attend other peoples Meet Up groups or start your own
- K. Get on radio and TV to promote your event
- L. Write articles for other people about The power of their greater intelligence with links back to your web site or email and phone number. Let people know how to get in touch with you.
- M. Carry fliers or a half card to promote your event and / or business cards at all times

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- N. Social Media Promotion – remember to leverage all the social media possibilities by posting on Facebook, twitter, LinkedIn, about your event, Blog on your own WEB site and on others – build momentum

II THE EVENT REGISTRATION

- A. Set up at the door. Set up a registration table before the people enter the room – control your registration.
- B. Have a list of those who preregistered and have registration forms or the small swipes for credit cards that go onto your cell phone where you can swipe their credit card and immediately register them. I always have people fill out a new form at the door to absolutely track who is attending.
- C. Once registered give them a **name tag and their Student Manual**
- D. Have an assistant who either gets a scholarship for helping you or earns money from back of the room sales or co-teach with another teacher

III CLASS MATERIALS

- A. Microphone – wireless is best if in a large room
- B. Easel or Flip Chart for writing
- C. Power Point
- D. Facilitators Seminar Outline
- E. Writing paper and pens
- F. Hand Outs
- G. Forming a Command Worksheet
- H. Six steps for each participant to put on the ground
- I. Short version of the six steps for each participant

IV PROMOTIONAL MATERIALS AND BACK OF THE ROOM SALES

- A. YOUR NEXT EVENT OR SPECIAL ALWAYS HAVE YOUR PROMOTIONAL MATERIALS READY – this ONE ACTION can build your business faster than you can imagine and was something I didn't know I should do for years - think ahead at least 3-6 months for this event and the next event and your specials.

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- B. Products – we recommend that you order The One Command Book, and CD programs from us in advance of your seminars and have them to sell at a table in the back of the room
- C. If you are out of the country you can sometimes get great buys at a below retail price online – so buy The One Command in bulk and have it to sell to your clients and seminar participants.
- D. Pre-sale your next event – A one Command Circle or become a One command Success Coach and pre-sale appointments with you

V. AFTER THE SEMINAR

- A. Follow up with those attending by either a thank you card or an email
- B. Start a support group online for a fee
- C. Open a Forum or Yahoo group
- D. Invite people to like you on Facebook
- E. Ask them to join your twitter group
- F. Stay in relationship and ask for testimony of positive results and referrals