

**PROFITABLE SMALL EVENT SECRETS:**  
**4 Behind-The-Scenes Strategies You Must Know**  
**For Your Event To Be A True Success**

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Foundation | Flow | Freedom

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Would you love to get your your message and your body of work out into the world through hosting your own event?

Everything that I'll be sharing with you will give you the confidence that comes with being prepared to host your own successful small event, especially if this is your first time.

If you don't know me, my 'claim to fame' is helping people like you build a business around your life and not the other way around by trying to squeeze your life into the pockets of time that's left over from building and running your business.

Now, I know a lot of people SAY that, but I really do walk my talk and I have since I jumped into entrepreneurship full-time in 2001.

The main reason I started this business was because I wanted to help people build a business that funded a life they loved.

And I made a decision in the beginning what that meant for me – and that was to be able to spend time with the people I wanted to be with and doing the things I loved to do.

And this was before I was married and our two kids, Chloe and Jack, came along – then it became about them and wanting to be home and available to raise them, and not miss a moment.

When they were small, I never worked more than 8-10 hours a week, and since they started school, I don't work more than 15-20 hours a week.

I take 2 weeks off at Christmas, 2 weeks off in March, all school holidays, and the entire summer (since 2005), spending it at the lake.

So, yes, I take a lot of time off – and when I am working, I love what I do – and I love that I get to enjoy the rest of my life too.

To give you a peek behind my curtain, I don't have a "team". I have a web person if I need something major, like a new website. I have a transcriptionist when I need her. And I have a <5 hours a month assistant.

I'm telling you that so you understand that I don't have this huge staff supporting me. I do most things myself (now, don't go all into shock about that on me!) because 1. It's SO easy now to operate your business online than when I started and 2. I'm pretty techie so it's actually usually easier and faster if I just do it myself (frankly, not many people can follow my thinking... ;-))

Now that being said – do I host my live events alone? NO WAY. I'm smarter than that and I could never do it alone. But we'll talk about that more in a bit.

So – how did I get to the point of being able to teach you how to host your own small profitable live event?

Well, I've done it – 8 times - that's once every fall since 2010 (plus a few one-day events in-between).

But before I took the leap into hosting my own workshop in 2010, I was at a crossroads.

I was tired of marketing one teleseminar after another, and even though I had moved into longer group teleseminar training programs, and I had filled a couple of 1:1 high-level coaching programs just via email, it was this never-ending cycle of enrolling that was really draining me, and I knew I had to do something different if I wanted to continue to have the flexibility and freedom I had designed my business to give me.

And I had been wanting to host my own event for a few years, but frankly I was scared.

I had NO idea how to do that – and even though I had a great coach at the time to guide me, the type of events she was putting on were not the type of events I wanted to do.

But I'm a good coaching client – so I followed the steps that were being outlined for me, and long story short, I ended up with a \$15k contract and a ballroom at an airport hotel – BLAK!

So I had to take a step back and really focused on what I wanted – not necessarily what everyone else was doing or even what I was being advised to do for all perfectly logical and sensible business reasons – and I made some decisions from that place instead.

Honestly, once I did that, everything clicked into place easily... and it's been a blast every event since. :-)

So that's my first bit of coaching for you:

**What kind of event do YOU really want to host?**

Take a few minutes and write that down for yourself here:

The biggest obstacle I faced was *not knowing what I didn't know* – and that's not a place you want to be when you're considering signing a contract.

And I've definitely made mistakes along the way, but each year, I learn and make notes for the next year – and each event it becomes more and more seamless – and now I'm confident in teaching this to you, knowing that if you take what I'll teach, implement it, and get personalized guidance along the way, you WILL host your own successful and profitable live event.

Once you host your own live event, you're going to be able to...

- Make a strategic plan for your business at least 12 months ahead of time, which is going to ease your stress of wondering 'what's my next offer'
- Make a higher-priced offer to your audience, if that's your goal, that will enroll more people at once than trying to enroll clients one at a time using free sessions
- Count on and plan out your cash flow – from the initial influx to monthly, which is going to give you peace of mind
- Hone your presentation skills so if you want to do more speaking at other's events/ meetings etc, you'll feel more confident
- For marketing purposes, you're going to be able to get some great pictures of you 'in action' and with happy clients to use going forward

So what I'm going to share with you now is going to benefit you if...

- You're sick of talking about doing a live event and you're just ready to do it!

- You're tired of the constant need to enroll people into your programs – you want a much more streamlined way to do so, and you want to be able to rest between offers!
- You want more consistent cash flow
- You simply want live events to be a part of the foundation and income streams of your business – maybe you have future goals of talking on other people's stages or in the media – hosting your own event is a great way to open those doors

I'm going to give you everything else I can in this guide, and then I will show you how to take it further.

Ok, so let's get into it...

### **1. The ONLY style of event to put on to ensure success on all levels (especially if this is your first live event)**

To my earlier point, the only style of event to put on is the one you WANT to put on.

I could tell you horror stories about people putting on events who tried to replicate what someone else was successfully doing and failing – and by failing I mean:

1. Losing thousands of dollars that were committed up front
2. Having few if anyone take them up on their offer, again losing thousands
3. Have a lot of empty seats

I'm sure you can take a guess as to why that happened – but to be blunt, it's because they weren't putting on their OWN event, they were trying to copy someone else's event.

And when we are the commodity in our business, we can't do that. ***It fails every single time.***

And I can take an educated guess and say that most of these folks did not have a business or a market that was mature enough to support the kind of event they were putting on, never-mind the level of offers they were making.

So as simple as this sounds, this is a really important foundational piece of having a truly successful event.

And I need you to know this because I don't want you to make the same mistake or fall into this trap.

## **2. What your content should be and why you need to decide that first (this one piece will make everything else about designing your event so much easier).**

I continue to hear from clients and colleagues that they want to host their own small event but they don't know what to teach. So know you're not alone if you feel this way too.

The easiest thing to turn into content for your event is your signature system; in other words, the process that you currently take your 1:1 clients through.

What I've been teaching at my own 3-day Online Business Breakthrough Workshop is my signature system.

Let me give you a quick snapshot of a 3-day event.

It sounds long, and you definitely don't have to do 3 days, but what I'm teaching you is applicable for 1, 2 or 3 days.

In a multiple-day event, you're really only teaching 6 hours a day, with breaks and lunch. And since you really shouldn't be teaching more than 90 minutes at a time – as that's all anyone can really absorb – it's 3-4 sessions of content a day, and if you're doing exercises and more experiential stuff – the time FLIES.

It already sounds easier, doesn't it? :-)

**3. Why filling seats should not be your #1 concern, but what the #1 concern is that's more important (which you wouldn't know if you haven't held a successful event before).**

Here's what's critical for you to know:

Your #1 focus should be on getting people who've registered to show up.

Because knowing that 10-15% of people who register don't show up means that we have to do whatever we can to make sure they do!

When I learned this fact before my first event, I honestly didn't really believe it - why would



someone pay \$500-\$1000 to buy a ticket to the event and then NOT show up?

Well, it happened. Almost exactly 15% of people who registered for my first event didn't show.

Since then, I've implemented many different things to be sure that people who invest in a ticket do come, and my no-show rate has plummeted to just a few people, who usually all have extremely good reasons for not being able to attend. It happens - so don't be surprised - but there are lots of things you can do to make certain that people come.

As a sidenote, the second piece of this is getting people to book their guest rooms (if you've committed to a room block) who've registered. One of the biggest stressors of hosting your own event is committing to a room block, but I'm going to share with you how to make it as easy as possible. This is something I've also gotten really good at. ;-)

#### **4. Why you must focus on multiple marketing strategies, which can be easier than you think (and so you don't waste time, energy and money on the wrong tactics)**

I learned in the beginning that simply inviting people to my event via my email list was not going to cut it.

So there's a mantra we follow when marketing my event and it's this:

***It takes 50 ways to fill 1 seat.***

You can relax, though, as it's more of a concept than an actual strategy. But the idea is that

you need to be open to reaching your perfect attendees through many channels in order to much more easily fill your event.

I have a client who recently hosted her first small event, and after being at OBBW 5 times, she modeled it, and of course she got support from me. She filled 9 of the 12 spots available 5 weeks ahead of her retreat, and it ultimately did sell out. She's in the midst of filling her second retreat now.

The reason is because her message and market were a match to her offer, but also because she was willing to try pretty much anything to fill her event. She kept inviting people in variety of ways. She didn't give up when one strategy didn't work, she just moved onto the next. And that's what you have to do.

I've had other high-level clients who are hosting their own 4th and 5th live events of 50-100 or more people, with stellar results, making 5 and 6 figures, all starting from the work we did together.

If I can do it, and they can do it, so can you. :-)

Let's take this information and turn it into something really useful for you, so YOU can have your own successful live event too.

This is what I do when I need to learn something I haven't done before – I invest in a proven system or process or through a mentor who's successful done what I want to do next.

Go on over to —> [profitablesmallevents.com](https://profitablesmallevents.com)

There you'll see what I teach you in in my Profitable Small Events training program.

I've mentioned that I've generated anywhere from \$60k to over \$100k with less than 50 people in the room.

In fact, I started with a 40% conversion rate and have increased that to over 50% conversion every single year since – meaning more than half the people in the room say yes to my offer – and I'm going to show you how to do that too in the Profitable Small Events program.

And because you've requested this guide, I have a special invitation for you, which you'll see reflected on [profitablesmallevents.com](https://profitablesmallevents.com).

I can confidently say that your return on your investment in this course will be exponential IF you follow what I'll be teaching you and actually hold your event.

If you sold just one more ticket, you'd get your investment back in spades (think of the back-end income here).

And I also want to inspire you to take action today, so when you sign up before this special invitation goes away, I'm going to give you the "50 Ways to Fill 1 Seat" PDF.

So you'll have this easy-to-follow guide to follow as you market your event. Whenever you need to fill a seat, you can just pull it out and implement one of the tactics, ok?

So the last thing I'll say is this...

I know hosting your own event can be scary, but you're reading this for a reason.

The benefits FAR outweigh the risks if you know how to do an event right that is — which is what I'm going to teach you in Profitable Small Events.

Imagine — making your ENTIRE year's income in just a few days – a weekend.

And the reason I love hosting my event is filling my coaching programs ONCE a year.

What if you could do that, fill your programs from one event – letting you just focus on those amazing clients for the year, and giving yourself more time and freedom to be more creative in your business or simply enjoy your life more?

That's what having an event can do for you.

Find out more here:

[profitablesmallevents.com](http://profitablesmallevents.com)

I look forward to guiding you to your own profitable small event!

Cheers,

~ A

Here are some questions that have been asked that you might have too:

### **1. What if I don't have a list?**

Hosting your own successful event doesn't require having a list ;-).

While enrolling people from your list is one strategy, there are many others to getting people to register.

This is where that bonus PDF '50 ways to fill 1 seat' will come in handy for you, and of course the Modules on marketing and filling seats will solve this for you as well.

### **2. Are you going to offer this course live again?**

Currently, I do not plan on teaching this course live again in 2018, nor is it on my plan for 2019.

If you invest in the training now, however, you'll receive an extra discount to the live course if I do offer it in the future.

### **3. What if I have questions during the training?**

We have a wonderful Facebook Group that you'll be invited to join where you can ask questions and get support.

### **4. I'm not sure I want to host a live event but I want to enroll higher-level clients.**

If done well, having an event is THE fastest and easiest way to enroll clients into a higher-lever program.

Now I've done that twice from just an email campaign but that was because I had pent-up demand.

There were 32 people at my first event, and I made \$60k. What if you had 15 people and made \$30k?

It definitely takes works and know-how to pull that off, but you can absolutely do it if you really want to - and with my help and the proven processes I'll share with you, you are setting yourself up for success.

I can't and won't promise you that you'll make a million dollars from your first event, but your first event will set you up for that down the road, if that's what you want.

Have other questions?

Email me at [support@aliciaforest.com](mailto:support@aliciaforest.com) with any other questions you have, and I'll get back to asap.



## **About Alicia Forest MBA, Intuitive Business Strategist + Lifestyle Designer**

Alicia is a freedom-loving lake girl and intuitive business strategist who guides and supports entrepreneurs to design a life they love that's supported by a business they love using her proven practical strategies and tools to create a livelihood that's priority-based, profitable, and part-time.

As founder of Lively Biz and the Mastery of Business Academy, she's been the guiding force behind some of the best-known and successful online businesses in the coaching arena, as well in the industries of education, health and wellness, and new age, and has inspired thousands of entrepreneurs to create a business that's fun and funds a life they love.

Alicia's expertise has been featured on Entrepreneur.com, Escape from Cubicle Nation, T. Harv Ekers' SuccessTracs, Holistic Business Journal and countless digital media outlets. She's also the author of *6 Simple Steps to 6 Figures for the Solo Service Professional: How to Create Your Lifestyle Business Based on Your Passion for Serving Others*, available at major booksellers.

When she's not helping entrepreneurs create ease and flow in their business, you can find her enjoying life by playing with her husband James and kids, Chloe and Jack, stretching her woo-woo wings, reading the Outlander series, writing in some form, or if it's summer – at the lake.

Find out more at [aliciaforest.com](http://aliciaforest.com)