
**5 SECRETS TO A
PROFITABLE SOLD
OUT EVENT
+
BONUS CHECKLIST**

HEY THERE!

I am Chatoya Antwine, Event Marketer and Event Planner at **A la carte Galore Agency**. As a leading event marketing agency, we provide event marketing strategies that help service based entrepreneurs fill seats with the right people for their events. I focus on assisting our clients with planning, promoting, and profiting from their live events.

It is our priority to ensure that business owners are hosting purposeful and impactful events that help increase their profits, visibility, and credibility. With over 7 years of experience, these are key areas that are often overlooked when planning and marketing an event on any scale.



ABOUT THIS E-GUIDE

This guide includes 5 proven secrets to help you host profitable live events for your business. When hosting live events, it is imperative that your event is successful. Successful events are purposeful, profitable, and impactful. In order to achieve all three, you have to execute proven event marketing strategies. Most importantly, you have to ensure that you are filling seats for your event with the right people.

I am super passionate about planning and marketing events and I want to make sure that your events are setting you apart from those in your industry. so if you haven't noticed from my other content, In addition to 5 secrets to hosting a profitable sold out event e-guide, I've included a bonus checklist as an additional guide when preparing for your next live event.

So let's get to it!

Happy Planning!

Chatoya Antwine

If you'd like to have me as your Official Event Marketer and Planner for your next live event or if you need event marketing strategies to sell out your next event, email me at planning@alacartegalore.com!

5 SECRETS TO A PROFITABLE SOLD OUT EVENT

If you're running your own workshop or live event, the last thing you want to see is empty seats. As long as you're going to put out the effort and pay the necessary expenses to run a live event, you need those seats to be packed. Here are the five secrets to selling out every seat.

1. Know Your Motivation

The first step before you do any other planning is to understand fully the reason why you're hosting the event in the first place, and what you and your participants will get out of it.

A good workshop meets the needs of its participants and provides solutions for them. Your event should be focused on a specific need of your market. In order to do this, you need to clarify your audience's reason for participating in the event. This unique benefit will be the key to your marketing. Your marketing materials should make it clear to potential participants.

For example, let's say you're running an event that teaches small businesses how to blog. What is the end result of the event for the participants? You may answer this question something like, "By the end of the event, they'll know how to set up a blog, how to discover topic ideas to write about, and how to grow the blog's readership."

These are very specific aims, and once you clarify them, you've already started to create an outline for the content you'll present. You can work backward and, using your expertise, create the content that will teach attendees this. More importantly, you now know the end result people will get from your event, its unique benefit.

If you can communicate this clearly to the people who need it, you're guaranteed sign-ups. Deliver on this promise, and your workshop will be a success.

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2. Set the Right Price

The second key to filling your seats is to set the right price. This is tricky, but the price you set initially can be changed if you don't see the registrations you want to see. However, you never want to charge a lower price than what your early-bird sign-ups pay. You can also offer tiered pricing and deals to give your attendees more options.

An easy way to get an idea of the going rate is to look at similar events and see how much they're charging. This gives you a basic idea of what the market will bear. You can then charge more or less than this rate, depending on your pricing strategy.

Setting your price lower than the going rate will mean a lower price, and this can result in more sign-ups. You can market your event not only as a way to learn valuable information, but also as a good value. This is a good strategy if you want to bring new people into your orbit and gain more exposure.

It's natural that lower price means more seats filled, but there are some advantages to charging over the going rate as well. If you're offering the event for your current audience who already know you and your expertise, you might be able to charge more. Your expertise will be a selling point that will convince people to pay a higher price. If you go for a higher price, step up your marketing to really convince people of the high value your event offers.

The most popular strategy is to offer tiered pricing. This means setting your price at different levels. You could offer early bird pricing or a discount for current customers. These could be your social media followers, your email subscribers, or people who have bought from you already. By doing this, you can reward people who sign up early or who have been following you already. It'll also help to pack seats if regular registrations are slow.

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Another idea is to offer higher tiers of pricing, such as a VIP pack that includes exclusive content, a one-on-one coaching session, or some other high-value bonus. Just make sure that the added value is worth the added price you're charging.

3. Target Your Existing Customers

It's much easier to fill seats at your event if you leverage your existing customers, rather than trying to acquire new ones. Your existing customers already have a relationship with you. They already know the unique value you offer. You have credibility with them.

In fact, a good strategy is to create your live event for your audience and with them in mind, even if you want to attract new people. Your audience provides you valuable information about what kind of person can use the content you're offering. You know them and understand their pain points.

If you're just getting started and you're not sure what topics to cover yet, a good way to come up with ideas is to turn to your audience. Ask them what they'd like to learn about. Find out what would help them solve their problems. Use this as a starting point and create your live event for them.

Even if you aim your event at your audience, you'll attract others who need the help you're offering. Your current audience represents your target market. A good strategy is to get started with your audience, and then expand to attract new people through your future events once you get the hang of it.

4. Keep Your Costs Down

It's much easier to fill seats at your event if you keep your costs down. This ensures that you can run your workshop without having to charge a great deal for participants to attend. It's entirely possible to host a perfectly high-quality live event without spending a great deal of money.

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Most of the expenses in holding a workshop involve venue and materials costs. Look around for a venue that's suitable but low-priced. Make use of local community centers and other low-cost options. For materials, rather than handing out printed material, you can ask your participants to bring a laptop and do everything digitally.

One expense you'll have to face is the platform or tool you'll use for online registrations. This is a software program or website that automates sign-ups for your participants. You create the site and the entire registration process is done through the site. You just have to be there in case there are questions. This is a necessary expense but these programs don't cost a great deal.

One other expense for running a workshop is advertising. However, you can do all of your marketing for free or at very low cost on the internet. Use social media and your email list to promote your event to current customers, and encourage them to share with others.

If you decide to use paid advertising, online ad networks like Facebook Ads are relatively inexpensive and highly effective. Costs will rise if you decide to advertise through traditional offline outlets, like local magazines or newspapers.

You don't need to cut costs, but especially if it's your first event, you should keep costs to a minimum until you learn how to do it. Plus, cutting costs allows you to offer a lower price, which means more seats filled.

5. Engage Your Audience

It's less your marketing message but more how you engage people that will convert them and get them to buy. What this means is that your message needs to show people what specific benefits they'll receive from your workshop or event.

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Engaging your audience means more than just broadcasting your message. It means getting them involved. Here are some ways to do this:

- **Advertise your event using non-text media.** Give people images and videos rather than text. Multimedia is more engaging, especially on social media.
- **Get your audience involved in the planning process.** Ask them for ideas on your topic, your venue, things you'll cover, date and time, and other planning decisions.
- **If you've done events before, use content from the event like photos or videos to entice your audience.** If you haven't done an event, do a smaller version or webinar so you can get material.
- **Host a contest or giveaway.** Give your audience a challenge and reward the winner or winners with a free registration or bonus.
- **Brand your event.** Look at similar events and find a way to set yours apart. This will put you on people's radars and help them remember you amid all the other noise. Use this uniqueness as a selling point.
- **Reach out to influencers your audience may know.** Get them to promote you in exchange for a favor for them. Have them talk about your event to their social media following or blog about your event.
- **Create a Facebook Event page even though you have your own event site.** Everyone is on Facebook and already engaged with the site, including your target market. Get them interacting with your Event Page and telling others about it.

If You Build It, Will They Come?

No matter how well you plan, there's always that anxiety gnawing at your mind – If I build it, will they come? If you're just doing your first workshop and you want to fill seats, keep it small and don't worry too much about making a profit. Think of it as a learning experience and a way to get to know your audience better. Keeping it small will keep down costs, and make it more likely that you'll sell out.

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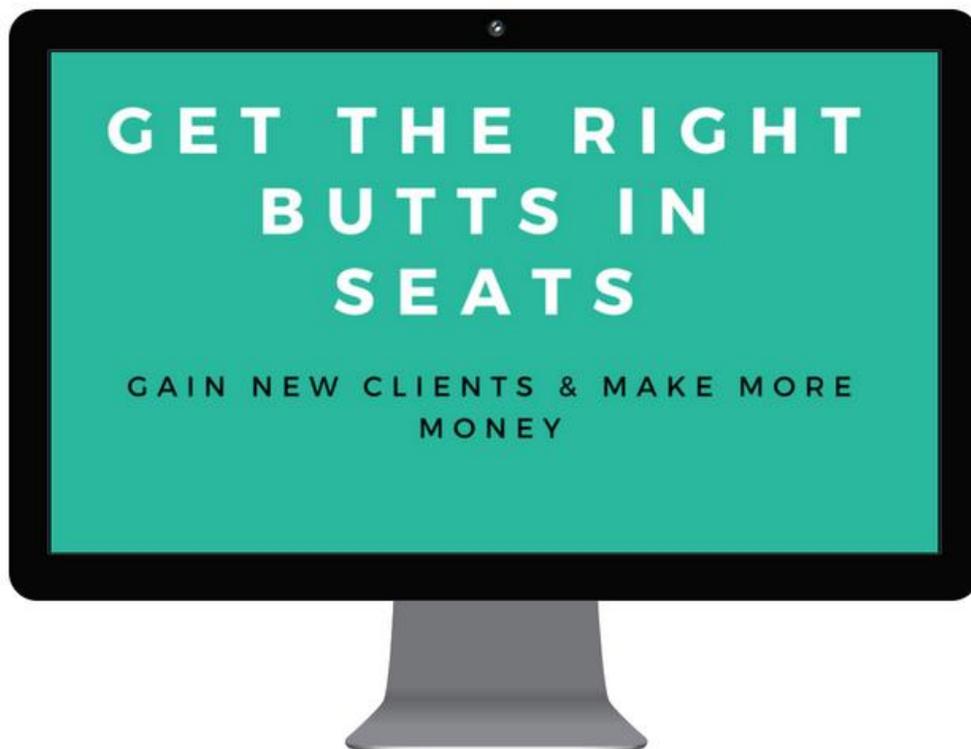
Live events and workshops are a great way to connect with your audience, generate new leads and customers, and even create a new source of income.

Want to learn more about how to make sure you fill seats at your next live or workshop?

Check out my 8 week step-by-step course, which goes through all the details and strategies you need for a sold-out workshop or event:

REGISTER NOW

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5 SECRETS TO A PROFITABLE SOLD OUT EVENT CHECKLIST

The last thing you want in your event is empty seats

If you're putting in the effort and money, you need them to be packed

Here are five secrets to selling out:

Know Your Motivation

- Understand fully why you're hosting the event
- Meet the needs of and provide solutions to your participants
- Clarify their reason for participating and make it clear in materials
- Work backward from your event goals to create the content you need
- Communicate this clearly to guarantee sign-ups
- Deliver to make it a success

Set the Right Price

- You can change your price if things don't work, or offer tiered pricing
- Look at similar events for an idea of prices
- Charge more or less the same rate depending on your strategy
- Lower pricing can result in more sign-ups
- Charge more if you're already known for your expertise
- Offer tiered pricing for early birds, current customers and VIPs
- Target Your Existing Customers
- Use your credibility with existing customers to fill seats
- Create your live event with them in mind
- Ask your audience for topic ideas
- You'll attract other, new customers who need the same help
- Get started with current customers as your target market
- Expand to attract new people through future events as you get the hang of it

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Keep Your Costs Down

- Lower costs mean you can charge less and increase participant numbers
- Try to reduce venue and material costs
- One necessary expense is your online sign-up platform
- You'll also need to advertise, but can cut costs here too
- Use online ad networks
- Keep costs to a minimum at first until you learn how to do it

Engage Your Audience

- Your message needs to show people what benefits they'll receive
 - Advertise using non-text media
 - Get your audience involved in the planning process
 - Use content from previous events to promote
 - Host a contest or giveaway
 - Brand your event
 - Reach out to influencers
 - Create a Facebook event page

If You Build it, Will They Come?

- No matter how hard you plan, there will always be some level of anxiety
- Keep it small to begin with and don't worry too much about profit
- Think of it as a learning experience
- Live events and workshops are a great way to connect with your audience, generate leads, and earn new income