

Lisa Sasevich

EVENT PROFIT ROADMAP™

5 Ways to Monetize Your Event, Workshop or Retreat



WELCOME, FELLOW EXPERTS & ENTREPRENEURS!

Do you have dreams of hosting a highly lucrative event but fear it won't pay you back? Maybe it's the upfront costs? Maybe your concern is no one will buy your product or services during your event? Never fear!

You'll be relieved to hear you could have your event costs paid for and be set up to make big money BEFORE you ever step on stage!

Below you'll discover the roadmap, 5 strategies to create cash, most missed by entrepreneurs, coaches, and business owners when hosting their own events. In fact, the strategies below are the same ones I still use to fill my 500 person events year after year.

Lisa Sasevich

ABOUT LISA SASEVICH

After 8 years helping corporate giants like Pfizer and Hewlett-Packard generate billions in sales, and then finally following her passion to work in the personal development space, again taking small companies from 6-7 figures quickly, Lisa Sasevich was suddenly fired from her dream job the night before Christmas Eve. With a husband in medical school and two toddlers at home, it was devastating.

But, after some soul-searching, the "Queen of Sales Conversion" decided it was time to parlay her talents into her own profits—and to help others do the same. She started a home-based business—with nothing more than a phone line, a laptop and the stolen hours of the night after her kids were tucked into bed. Her mission: To teach entrepreneurs who "hate the sales part" how to leverage their talents, products, and services into massive profits without sounding salesy.

A few short years and over \$35 million in sales later, Lisa has helped over 15,000 thousand clients in 134 countries earn more by doing what they love most. Lisa's company, The Invisible Close™, has been honored in the Inc. 500 and named one of Inc. Magazine's fastest-growing privately held companies two years in a row. Kym and Sandra Yancey of the eWomenNetwork put it, "without question she is brilliant at teaching others to leverage their unique gifts and qualities into a financial windfall."



MONETIZATION STRATEGIES: **BEFORE YOUR EVENT**

Offset costs before your event starts!



The Right Event Promise = Sales — *The clearer the promise, the easier it is to invite and fill.* To effectively sell event tickets directly you must do ONE thing: Clarify your Event Promise.

This is the promise you're offering people who come to your event. What is the outcome or transformation that they will walk away with? How will it change their lives? This is the cornerstone. It holds the whole thing together.

This is the #1 reason I see people struggling to fill their rooms, and eventually end up giving away seats for free. Putting an event together is not hard. You know what's hard? Getting people in a room when they aren't sure why they need to be there.

Here's what's really amazing — once you establish your event promise you can start filling your event and start on the path of an event host. You don't need a fancy website or sales funnel to make this a successful event.

The first event I ever did was called Monetize Your Mission. The premise was clear: You have a mission and you want to know how to make money from it. Done! Clear as a bell!

Ask yourself: How will my event change their lives? The clearer the promise, the easier the sale.

Brainstorm YOUR event promise below:



Bonus Ticket Sales — *Historically this has been one of our biggest needle movers, filling 25-35% of the room.* While there are many strategies this is one you don't want to miss. A bonus ticket is simply offering a ticket to your next event as an incentive for anything over a certain price point...even if you don't know when that event will be! Boom. That event is already working for you and helping you turn prospects into clients on-the-spot. Don't over think this one, this powerful strategy is an amazingly simple one.

You have 3 ways you can leverage this:

- ➔ Offers you made in the past, your existing clients
- ➔ A current offer you are marketing
- ➔ An offer you're going to make in the future

You can start doing this now even if you haven't picked a date.

What product or service can you attach an event bonus ticket to?

MONETIZATION STRATEGIES: **DURING YOUR EVENT**

The Best Way to Sell Out Your Programs!



Back of the Room Sales — *Add overall profit with “event only specials”* by offering the products or services you offer at a special price for event attendees. Everyone loves a bargain, right?

Maybe you have an online program you enroll clients into, the kind that runs as an evergreen. But you don't have to have a bunch of online products or programs to make this lucrative, think outside the box. This can be 1-on-1 coaching with you or a program going live after the event.

What products or services do you offer that you could sell from the back of the room during your upcoming event?



High-Ticket Sales — *Quickly fill your high-ticket offer.* From a group coaching program to VIP days and from mastermind to certification program, live events are the best way sell out your programs.

Nothing beats an in-person experience for giving a real taste of what it feels like to work with you. You're providing amazing content with this live experience, your audience will be networking with you, fellow attendees and your clients for days. It's natural that they'll want to extend their experience with you and with one another. That's where your high-ticket, long term program comes in. What would it be like for your ideal clients to be deeply supported by you in a long term coaching, mastermind, mentorship, or certification program over the next 3, 6, 9 months or even a year?

What would your high-ticket offer look like?

MONETIZATION STRATEGIES: **POST EVENT**

Let the Sales Keep Flowing!



Post Event Sales — *This untapped goldmine is where almost every event host leaves thousands of dollars on the table!* You see, the event itself maybe over but the sales can keep flowing, they don't have to stop when and where the event stops. You can continue to make a bigger difference with more clients and still gain sales after the event happens. Your customers and clients who joined you live can still learn, grow and stretch with you. Maybe they feel like the missed the boat, here's their second chance! And don't forget those prospects who weren't able to join you in person. One of my favorite examples of post event monetization that's super easy is to take your event recording and turn them into an only digital program. This could be anything from selling the recordings as is, to breaking down your content and turning it your first online program.

What will you offer as your post event monetization strategy and who will you extend it to?

Lisa Sasevich

EVENT PROFIT ROADMAP™

5 Ways to Monetize Your Event, Workshop or Retreat



As you can see if you're leaving money on the table at your live events you're probably missing opportunities for your ideal client to get the transformation they deeply desire too! By including these strategies to monetize your event you'll be on your way to your most profitable event yet. It's a win for you, your speakers, your sponsors, and most importantly your clients. Isn't that why you're doing all this in the first place?

NEXT STEP: Secure a year's worth of income and awesome, committed, clients in just ONE weekend — yes it can be done...

Grab your seat and don't miss my next FREE training: **How to fill your own high-end coaching, mastermind, mentorship or certification program!**

We'll dive deep into the exact system that has given me a 7-figure business, the ability to travel at my discretion, and to make a difference around the world.

You're going to learn:

- ➔ The #1 thing you must clarify to easily have and fill your live training event, workshops, seminars and retreats
- ➔ The Event Profit Secrets Formula™ so you know exactly what to do to from A-Z and how you can get started today

SAVE MY SEAT!