

# LEAP 2021 Ticket Lab Notes

## **Why you? Why now? Why events?**

- Why a Purpose driven Pay day? Impact AND Income.
- Summit to live event, launch to live event, challenge to live event.
- Hamster wheel or #event life?... What's the fastest path to your best life AND to serving your audience?
- Events compress time: they are still the fastest way to get done in days what would take people years; done in a year what would take people 3-4 (or more).

## **Keys to a Purpose Driven Pay Day**

- Mindset (mindset muscle)
- Messaging
- Marketing
- Methodology

## **Overview of the Day**

- Pedro: Challenges for businesses of any size without a big ad spend.
- Kim: Filling your event without a big ad spend.
- Finding what works for you: for us, it's webinars.

## **Traffic 3 Ways: Filling Live Events**

- Internal Network: People you know; email, text, friend network, networking groups.
- Paid Traffic (Ads): More expensive on front end.
- Affiliate Promos and Partnerships: More expensive on back end.

## **Launch Math: Courses**

- HTO leads to real leverage (positioning and higher profit).
- No affiliate costs (as high as 50% and you need relationship capital with complementary lists).
- No high paid ad spend (million dollar launch is \$50-100k in ads unless you have well curated email list).
- Net \$300-400k from \$1M launch (1,000 sales at \$2k each).
- Launches typically convert at 2-4% (2% more standard).
- To make 1,000 sales, need 50k leads.

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## Live Event Math: HTO

- To generate \$1M you need 100 sales at \$10k
- To generate \$100k you need 10 sales at \$10k
- To generate \$10k you need one sale at \$10k

## NO EXCUSES CHALLENGE

### Pedro Adao, Category King for Challenges

- Who do you want at your event? BUYERS
- Elite business owners: have a proven course? Challenge to course for \$995 to \$1995 and bundle event tickets, plus ticket map (but challenge is the core audience).
- This is not just about a list — it's about a list that gets you paid.
- Not just leads, BUYERS. (# of BUYERS MATTER MORE THAN # of LEADS)
- 5 DAY give positioning plus building know, like, and trust factor — building equity and sowing value.
- COMMON PROBLEM: Trying to sell a solution to a problem they don't know they have....
- BUILD MOMENTUM: daily assignments = micro wins. (MN: dashboard exercises are like micro wins.)
- How many of you are discouraged? Bought the things, did the things, but it's not working (try, fail, quit).
- Truth: The real competition is fear (not other marketers): Help people overcome fear and establish belief and confidence.
- Best path to get started now: Micro niche.
- Not 5 webinars in a row, 5 days of real training with real outcome.
- I'm afraid I'll give them all I know (not possible): real fear, but not rational.
- The purpose of the challenge is not to make money — it is to sell tickets to your live event AND you get highly qualified buyers.
- Be ok with free — play the long game.
- Fear of giving it all away (fear of repeating same content): real fear, but not rational fear (you are enough, you have enough).
- Free challenge, \$97 ticket with VIP backstage pass (lab not just talking, help them do the work, interactive coaching) AND fast action, first 30-50 in VIP do a 15 minute one to one call.
- SCALE: Solve tomorrow's problem tomorrow, and today's problem today (don't borrow trouble, being small can be a superpower!).

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- Highlight YOUR strengths and mitigate YOUR weaknesses.
- 5 step framework or focus on 1 or 3 step intro day, 3 steps and then recap.
- Day 1: Thesis, POV (Point of View)
- Day 2 - 4: Content (Day 2/3: highlight Student: struggle, search, solution)
- Day 4: Open cart
- Day 5: Recap, guests to re-pitch and re-edify — bonus
- Bonus Day 1: Guest speakers, overcome objections and beliefs, answering questions
- Bonus Day 2: Also showcase buyers, celebrate, showcase testimonials
- There are two kinds of buyers: emotional and logical. Serve the logical buyers on Bonus days.
- Timing is tight. You should be doing less than 60 minutes per day with the time of day based upon what is best for you and your RFC.
- 10% of registrants show up live and 90% catch watch replays.
- More people opt-in to the challenge every day (the last to engage are often best buyers; they binge watch all replays and then buy).
- Timing: Challenge to live event ticket - 1 to 2 weeks before the live event.
- Timing: Challenge to product with live event bundle: Must have time to consume course content (or can backfire on HTO at live event).
- Struggling with content? Challenge is not specific enough (too broad).
- Just go live (not video). Monday (or sooner). Straight to camera.
- Overproduced is so yesterday.
- Your greatest weakness is your strength overexerted.
- Through line: from challenge to event to HTO (all roads lead to HTO): Ensure congruence between the marketing/messaging, the challenge, the product, the event, the offer.
- The challenge is an event for the event (opening act, warm up).
- Not just the money, money comes last — keys to the kingdom: repetition, immersion, mastery.
- Start now: why do tomorrow what you could do today?
- This is the journey, not the destination.
- Everyone got started in small micro niche (Including Tony Robbins and everyone else).
- Find your micro-niche on Facebook, YouTube, etc. (Don't be afraid to pioneer a new niche!)
- Just because you are not clear does not mean you don't start.
- Even big players make mistakes — AND learn from them.

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## Challenge Design Worksheet

- <http://www.movementmaker.com/designworksheet>

## 5 Day Challenge Content Outline

- [https://drive.google.com/file/d/1qYMR7JjaXK9b2ZIT\\_VCdL8tlm\\_EwX9QL/view?usp=sharing](https://drive.google.com/file/d/1qYMR7JjaXK9b2ZIT_VCdL8tlm_EwX9QL/view?usp=sharing)

**Launch to Live Event: Bari's Talk to Fórmula de Lançamento Brazil** (Log in to Member'sHub Before Clicking the Link Below!)

- <https://sagemgt.s3.useast1.amazonaws.com/rush%202019/bonus/Bari%20Brazil.mp4>

## **YOUR Ticket Plan to Fill the Room (with no ad spend)** **Kim Walsh Phillips, LEAP Faculty Member**

### Rules:

- No such thing as overwhelm, just "Filling Your Closet." Fill the closet and decide what you need to wear; you wouldn't wear everything at the same time.
- Don't compare your Introduction to My Chapter 20: Everyone starts with email list of 0, no coaching program, no product, and no event.
- Build your list always: Time, relationship, value. Don't let the only time your list hears from you be when you are asking them to purchase or opt-in to something.

### Strategy #1: LinkedIn

- Connection script for Linked IN (see sample in slide deck).
- Post any content you have in Linked In (one post a week).
- Use LinkedIn events (design custom banners, profile pics).
- Once per week, post about a free gift you are offering.
- Invite all contacts with one click: Apply locations and then you can invite everyone you are connected to (no longer manual).
- TIP: You have access to phone and email to do follow-up.
- TIP: You can attach speakers.

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## Strategy #2: Facebook Live

- FB live 1x per week (There are 8 billion every single day). This is a free way to grow the list.
- Do NOT put the link for your free gift in the description. Instead, pin the comment to top of all comments so the audience see your link to your free gift or event (you generate leads for free every single week).
- TIP: Go live ideally at the same time each week (you choose the time but do it consistently).
- TIP: Do not use you personal Facebook page for business. Posts for your events and Facebook live should only be done from your business page.

## Strategy #3: Comment for Gift

- Get on Instagram (they all work and are free; see sample in slide deck).
- Instagram comments are the number one way to see that a post is popular and share with others (it also serves as social proof).
- DM the link.
- Be careful with automated messaging. Manychat and Mobile Monkey: better to find gold in messages you might miss if you automate.
- Use quick replies in Instagram: it allows you to write messages once and auto respond to many.
- TIP: To set up a quick reply from an existing message, go into that DM thread and tap and hold on the message you previously sent as a reply. When you do that, you get a little pop-up screen with a Save Quick Reply option. Once you select that option, Instagram automatically populates the message into a new quick reply.

## Strategy #4: Refer a Friend Promo

- Send a refer a friend promo email (See sample in slide deck).
- TIP: Garner better results by adding names into your subject lines.
- TIP: Paint the picture. There is more excitement in shared experiences and remember that if an 8-year-old cannot draw it, do not use it in your marketing.
- TIP: Use a “wackadoodle” number for a code
- Use Stripe or Infusionsoft to set up a code.
- TIP: Sell something via PayPal if you have to (think about: how could I do it?).

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- Offer: You can invite anyone you like with this code. (Describe your RFC and who the person you are emailing should they invite. Not “do you know anyone” but “who is one person you can think of?”)
- TIP: Add personality and authenticity.

## Strategy #5: Giving a Credit

- Credit email: give a credit to anyone who bought a product or service of yours (see sample in slide deck).
- TIP: Weird numbers work better.
- TIP: Credit has more value than coupon code.
- Angle: If they don't use the credit they earned within a certain time frame, they lose it. TIP: Don't overuse this (no more than once a quarter).

## Summit Strategy #6: Summit

- This is a free 1-Day.
- Answer one question (broad or specific works) that is a through line to the topic/theme of your event. I.e., one tip around launching a course.
- Recruit speakers who have the same audience (RFC), but that are not competitors.
- You promote the speakers; they invite their audiences and provide bonuses.
- Anyone who attends the summit and buys a ticket to the event then gets the recording as well as event bonuses.
- To find right fispeakers, you can:
  - Contact your list and share the event details.
  - Ask your Inner Circle for one person who would be a good match as a speaker.
  - Use LinkedIn to find potential speakers, then find out who you two know in common. Ask the person in common for an introduction.
  - Go to vendors you know, like, and trust who have the same audience as you.
  - You can do a “dream asks” where you ask someone you have idolized to speak on your event.
  - Pay a speaker. This is typically inexpensive since it's a fraction of normal fee for just 15 minutes.
  - Topics: other gurus with same niche (RFC), peers, topic niche, location specific, current event (or subculture)

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- Pick your list of 10+ people who you could ask to be on your summit!
- Once you have the speakers you would like to ask, see samples in slides (Summit Roadmap) for what to do once they agree and suggested questions to ask for interviews.
- Be sure to list all speakers (see samples of promos in slide deck – Summit Roadmap).
- We create branded posts and ads for all of your speakers (group and branded personal) which hugely increases the chances that other speakers will promote the summit.
- TIP: Make sure speakers' names are spelled right!
- Share the event with each other's email lists.
- Sell recordings of the summit with the event ticket.
- Sell recordings during summit.
- Keep your timeline short. If it's too long, people might forget about it or have something else come up and cancel.
- TIP: Use Zoom to run your summit so you can get comfortable with the tech.

## Summit Roadmap Slide Deck with Overview and Samples (Log in to Member's Hub First!)

- <https://sagemgt.s3.useast1.amazonaws.com/LEAP2021/Kim%27s%20Presentation%20%20Summit%20Roadmap.pdf>

## Strategy #7: Clubhouse

- Clubhouse can be great for you if you are just starting out, if you just started using it but have had no results, or if you are crushing it in Clubhouse.
- Even if you don't have a big Clubhouse following, you can succeed with this. Kim started on Clubhouse on Dec 31, 2020 with rooms of about 30-60 people and \$300k from her live event was generated from Clubhouse.

## Step 1: Join Clubhouse

- TIP: just get an iPhone.
- BONUS TIP: Use camera to go live in FB too!



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## Step 2: Build Clubhouse

- Hook up your Instagram, connect to your Clubhouse profile so other Clubhouse users can message you there if they find value in what you've said on Clubhouse.
- TIP: Polish and uplevel your bio. Put your achievements front and center in your bio, no fancy fonts because they prevent searching, and use emojis strategically.

## Step 3: Go to Welcome to Clubhouse Rooms

- Go to Welcome to Clubhouse Rooms, which helps you to begin getting followers.
- TIP: Use party hat that first week to your advantage. Having the party hat for the first week of being in Clubhouse increases your chances of being called up to speak.

## Step 4: Invite Inner Circle

- Build your base number and invite the people you know to follow you.
- TIP: Put your mission above your comfort!

## Step 5: Show Up

- Have set times that you are in Clubhouse and then, if you have extra time, show up then too.
- TIP: Follow set people

## Step 6: Be Ready

- Have a place to send interested audience members (i.e., your event sales page) when they show interest in you.
- TIP: Offer a free gift

## Step 7: Host Rooms with Outcome Focused Deadlines

- Remember: your marketing must be so clear an 8-year-old could draw it.

## Step 8: Have a Script for Your Room

- Walk them to action you want them to take: click, scroll, click, send DM with word "workshop".
- TIP: Give massive value. There should be no bait and switch — great value makes them want more.
- TIP: Repeat this action every 15 minutes. Attendees in Clubhouse roll over every 11 minutes.



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## Step 9: Message People Who Messaged You Right Away

- Don't wait to do this! Message back to people who messaged you immediately with a link to your event.
- TIP: Link to event before the promo code. If they are interested, send the promo code.

## Step 10: Follow Up!

- Follow-up via multiple avenues and means. You can do a text, picture, voice memo, etc.
- TIP: On Instagram, save the heart to like their message so if they don't follow up you can post the heart and bring it back to the top.

## ClubHouse Slide Deck with Overview and Samples (Log in to Member's Hub First!)

- <https://sagemgt.s3.useast1.amazonaws.com/LEAP2021/Kim%27s%20Presentation%20%20Clubhouse%20Strategy.pdf>

## Summary of TVE Marketing Playbook

The TVE Marketing Calendar located on the dashboard of your Member's Hub contains a high-level overview of our marketing timeline for TVE, which took place between January 4, 2021 and our TVE launch date of January 27, 2021. While our marketing strategies are not the only ways to market a live event, it is one way that worked for us, and we hope having access to the strategies, emails, and Facebook posts we used will help you in mapping out your own marketing playbook.

## TVE Marketing Calendar (Log in to Member's Hub First!)

- <https://members.sagehub.com/courses/sage-marketing-calendar/>

## IDEAS INTO ACTION SUMMARY

- Choose one area and get started with the "4 Ms".
- Decide, commit, celebrate: You ARE ready! If not you, who? If not now, when?
- Profit Pyramid in Action -- based on what you learned today:
  - Choose a free marketing method (like Clubhouse, podcast, or Facebook Live)
  - Choose to do a webinar, challenge, Summit, etc.
  - Choose to sell product with event ticket or a standalone event ticket

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- Choose event dates
- Make your HTO (all roads lead to HTO)
- Don't do all of the things: focus on what will make the highest impact.
- Ticket Map Strategies: Round out your ticketing with the Ticket Map (this will include ALL the methods you will use to fill your event). Revisit the Filling the Room module in RUSH to get started and review the 7 strategies provided by Kim above.
  - <https://members.sagehub.com/topic/the-ticket-map/>
- Choose commitment over convenience.
- Ask questions in the Facebook group. Reminder: No DMs. Post in the group, tag the appropriate person, and use your filter to be specific in your question and the background information needed to answer.
- Start to exercise your mindset, messaging, marketing, methodology
  - Pedro: Take a "No excuses" approach.
  - Kim: Think about it: HOW could I do it? Don't put your comfort in front of your mission.

YOU CAN DO THIS!!!!