

# HOW TO CREATE & HOST EPIC LIVE EVENTS

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Expand Your Tribe, Grow Your  
Coaching Business and Establish  
Yourself As a Leading Authority  
in Your Field of Expertise

At some point, just about every coach will resist the idea of running a live coaching event or workshop.

If you've never done it before, it can feel like a complicated, overwhelming task.

You might think that live events are only for great public speakers and extroverts.

You might also believe that a live event is the exclusive playground of well-known personalities or celebrity coaches such as Brendon Burchard or Tony Robbins.

This deepens the fear that no one will be interested in your event or that you'll manage to motivate people to attend only to have them leave feeling disappointed and let down.

If you enjoy the deep connections that come from one-on-one coaching sessions, you might think that a group workshop or live event is impersonal and lacks the depth of a one-on-one coaching session.

None of this is true.

A value-packed live event or workshop is an extraordinarily effective way to create real change for every single participant.

A great live event or workshop is also the best way to reach and help lots of people at the same time.

## **This Guidebook Is For You If...**

You've never organized a live event or if you've run a few events but you're looking for power moves that will help you create epic events in the future. Here you'll discover the insights, ideas and steps to do just that.

## **How To Use This Guidebook**

Read through the entire book once and then go back and work through the Key Questions + Action Steps that follow each section. This will help you create a powerful framework for a successful event that will help you build a following of loyal clients and fans so you can establish your expertise as a rockstar coach.

## **#1 Mindset: Commit to a Shift**

Want to know the biggest block that's standing between you and an amazing, game-changing live event?

Your mindset.

If you want to achieve new levels of success, you need to adopt a brand new mindset.

This is especially true when you're about to step out of your comfort zone. As the saying goes, "what got you here won't get you there."

Make a conscious, focused effort to examine every single belief that stops you from running a live event.

Do you believe you can't speak in front of an audience? Perhaps you think you're too much of an introvert to be able stand up in a front of a crowd?

Take time to examine all your beliefs and then take concrete steps to dissolve each one of them. This could involve taking real-world actions like hiring a speech coach or reading a great book about boosting your confidence. It could also involve finding ways to tap into an inner sense of calmness through meditation.

Do whatever it takes to help you increase faith and trust in yourself.

One of the best ways to overcome many of these negative, unsupportive beliefs about yourself is to refocus your mind and heart on your purpose as a coach.

When you feel doubt creeping up, refocus your mind and start to think about the changes you can create when you run a powerful live event.

Remember, it's not about you, it's about your clients and the positive transformations that you can create for them.

## **Key Questions + Action Steps**

1. What are the current beliefs that are blocking you from running live events on a regular basis?

2. What action steps can you take to overcome these beliefs?

3. What is the driving force – your personal purpose – when you work with clients? What do you want people to achieve by attending your event?

## **#2 Name: Aim to Captivate**

You might believe the content you deliver at a live event is more important than the name of your event.

This is true but only to a certain degree.

When your live event carries an unattractive name or it's a name that does not resonate with your ideal clients, you've lost the game even before you began.

Not to stress you out about this but the name could be the difference between a sold-out event or one that attracts zero attendees.

So dig deep and take as much time as you need to come up with a great name for your event. Test it out by sharing it with one or two long-term, ideal clients. Ask them if they find the name interesting and exciting.

You should also consider sharing the name of your event on social media. Think about creating a poll with a list of ideas and ask your tribe members to vote on their favourite one.

Don't be shy. It might feel like a small detail that's not worth any effort but coming up with a great name is a critical step that will help you fill your event venue and attract an engaged audience.

## **Key Questions + Action Steps**

1. What are the names of some of the seminars and workshops you've attended in the past or that you've come across? Name 3 of your favourites.

2. Refer to your list in Question 1 for inspiration and think of at least 3 possible names for your live event.

3. Identify 2 long-term clients that you can connect with to get feedback about the name of your live event or workshop.

### **#3 Core: Create Your Central Message**

Your central message is the heart and soul of your event. It's the core.

Your central message should be a clear, compelling sentence or two that captures the essence of the outcome or results your audience will walk away with when they attend your event.

When you have clarity around your central message, you will be able to build your event around it and create a powerful theme that will easily captivate your audience and create the right environment for positive transformations to happen.

Identifying your central message doesn't have to be difficult or complicated. Start by thinking about the outcomes that you regularly create for your clients.

If you're a health coach, it could be that you help clients overcome sugar cravings so they can start to get fit and healthy.

If you're a money coach, it could be that you help them see their true value so they can charge the right prices for their services and products.

When you laser in on these key results or outcomes, the central message for your live event will become clear.

Another important point to consider...

Every element of your event needs to support your central message. Make sure your giveaways, bonuses or door gifts are aligned with your message.

If you don't do this, you'll end up confusing your audience. This will ultimately take away from the full transformational power of your event.

For instance, don't give away a bathrobe if your event is about starting and growing a successful online business! A daily planner will make a much better gift.





## **#4 Content: Appeal to All 4 Learning Types**

Here's the secret to an engaged, enthusiastic audience: create content based on common learning types.

There are essentially 4 of these - auditory, visual, reading and kinaesthetic.

As the name implies, auditory learners absorb information by listening, visual learners by watching a video or looking at an image, those who love to read take in information by reading text or a script, while kinaesthetic learners learn through their physical senses.

This means that the content of your live event or workshop should include audio, videos or images, text such as a guidebook or workbook as well as activities and exercises that gets the audience up and moving or using their physical senses in some way.

Content that appeals to all 4 learning types leads to a lively, engaged audience who are excited to participate in all of the activities and learning modules at your live event.



## **#5 Marketing: Consider Key Resources**

Your marketing strategy is an essential component that drives the success – or failure – of your live event.

The secret to a great marketing strategy lies in choosing one that works for your business and this may not be the strategy that is “trending” or “popular” right now.

When you use the right marketing strategies, you can pretty much sell out your event or workshop with hardly any effort.

The first thing to do is to think about how to reach your ideal clients. These will be your marketing platforms or channels.

So, ask yourself, “Where can I find my ideal clients? Are they big Instagram fans? Do they prefer to “hang out” on Facebook? Can you reach them via email or video?”

When you’re thinking about your strategy, don’t forget to consider your time constraints and the amount of money you are willing and able to spend on marketing activities.

These are two resources that will play a major role in creating a marketing strategy that will work for your business and your live event.

If your budget allows, think about working with a marketing expert on a per project basis.

An expert will be able to help you identify and build a solid marketing plan, which could save you a ton of time, frustration, and money in the long run.

## **Key Questions + Action Steps**

1. Where can you find your ideal clients?
2. How much time do you plan to set aside each week to market your event?
3. What is your marketing budget?
4. Are you planning to hire an expert? If your answer is yes, start researching and asking for recommendations.

## **#6 Crowd: Go Small Before You Go Big**

Don't feel like you need to run an incredibly large event right out of the gate.

If you're about to host your first event or workshop, or if you're still new to the "live event" game, think about keeping things small.

A great rule of thumb is to start out by hosting an event for up to 80 people.

Try not to go over 100 people as this might prove to be overwhelming and intimidating especially if it's your first live event or workshop.

You'll feel a lot more confident when you stand up in front of a smaller group. You will also be able to connect deeply with individual members of the audience when you have fewer participants.

The added benefit of going small is that you can pick a more intimate venue and this usually costs a lot less than a large hall or arena.



## **#7 Follow-Up: It's Not Over When It's Over**

You've just completed your live event. It was a huge success. Your audience loved your content and there was active participation all the way.

You might be tempted to high-five everyone on your team and then go out for celebratory dinner together, but there's something else you need to do before that...

One of the most powerful moments to connect with your audience is immediately after your event.

Industry insiders call this the "post-event glow" phase when participants are feeling happy and excited about what they just learned and the transformations that have taken place.

Take this opportunity to cultivate a deep bond with your audience members so you can take the relationship to the next level.

You can start a conversation immediately after the event by mingling with your audience. This is also a great time to get testimonials and feedback.

You should also create a great follow-up system where you can keep in touch. For instance, you could have participants share their email address in exchange for a digital freebie such as an audio or a recording of the event that they just attended.

When you do this, you'll be able to stay connected and let them know about other offers and programs in the future.



## **Key Questions + Action Steps**

1. List 3 great thank you gifts that you would consider giving your audience members.
2. Think of ways you can reach out to participants that will help you stay in touch after your event is over (e.g.; via email, a follow up Skype call, etc)
3. What is the next event, program or offer you would like to share with your audience?

The truth is, the full power of a live event cannot be underestimated and you don't have to be a celebrity coach or have incredible amounts of confidence and speaking skills to create and host an epic live event.

The energy of the crowd, the support and safe space that arises during live events carry a transformational vibe that cannot be recreated anywhere else.

Even if you've never stood up in front of a crowd or hosted a live event or workshop before, take that first step today.

Use this guidebook to plan the key segments of your first (or next) event so you'll feel calm and confident when the day arrives.

A great live event will position you as a leading authority in your area of expertise...

Even more important...

You'll get to connect deeply with your audience, deliver massive value, and make a real difference in their lives.

