

STARTER GUIDE TO THE AWESOME POWER OF EVENTS

How to Choose the Right Event Type to
Establish Your Expertise, Rapidly Grow Your Audience
& Create Massive, Meaningful Impact



The success of your work as a coach depends on honest, powerful human relationships.

You simply cannot create real, lasting change without this fundamental element.

You must consciously, consistently and deliberately build real relationships with your clients, your fans, followers and members of your tribe...

And there is no better way to do this than with group events and workshops.

There is something special – almost magical – about events where people from different backgrounds and cultures come together to establish strong bonds of friendship, and partnership over shared goals, intentions and values.

This is where you start to see the power of events unfold...

And this is when true transformation happens.

This Guidebook is For You If:

You are ready for practical, powerful ways to build real relationships with your potential clients, grow your audience and facilitate authentic transformations while building a phenomenal reputation in your area of expertise.

How to Use This Guidebook:

Watch Franziska Iseli's video "6 Types of Events to Establish Your Expertise" and then read through the entire guidebook once. Get familiar with the descriptions, tips, and plus points for each of the 6 event types. Choose the types that fit your current needs and goals, then refer to the "Instant Action Step" to get started immediately.

TYPE #1: WORKSHOPS

Workshops are about teaching and coaching your audience around a specific theme or topic related to your area of expertise. Workshops generally last a full day or half day and include exercises and activities to create fast results for participants.

Perfect For: Coaches who are just starting out and coaches who are building their reputation.

Plus Points: Workshops give you the opportunity to demonstrate your expertise, and they give your potential clients a “test run” of your skills, so they are excited about working with you.

Smart Mindset Tip: Run your very first workshop for free or for a very low fee. Your first few workshops are NOT about making thousands of dollars. They’re about getting out there in front of a group of potential clients so you can learn how to connect in an impactful, memorable way.

Instant Action Step:

List out topics or themes that you want to talk about in your workshop and then pick one from the list. Make sure you prepare a special coaching package that you can offer to participants at the end of the workshop.

TYPE #2: SPEAKER EVENTS

Speaker events always include more than one coach or teacher. The audience will gain benefits from a variety of speakers and you get to share the stage with other great coaches and experts.

Perfect For: Brand new coaches and experienced coaches who want to expand their reach.

Plus Points: You'll enjoy "reflected success." When you share the stage with other amazing coaches, the audience will naturally see you as a successful coach too. You will also get in front of a shared audience – this is the combination of each speaker's followers, fans, and potential clients. Doing this will help you grow your own audience much more quickly and easily.

Smart Mindset Tip: The other speakers are not your competitors. They are your collaborators. Power partnerships can build your business faster than almost any other method.

Instant Action Step:

Take a look at your network and focus on finding partnerships that will create a powerful synergy of value. Think about people who don't do exactly what you do but whose work will complement yours. For instance, if you are a business coach, you can share the stage with a money coach who can support your potential clients to create a financially successful business.

TYPE #3: SPEAKING ENGAGEMENTS

This is one of the most fulfilling, profitable ways to grow your coaching business and become known as the go-to expert in your niche. You'll typically start to receive invitations for speaking engagements when you have created an impressive reputation.

Perfect For: Coaches who are established. It's not impossible to book a speaking engagement as a brand new coach but this rarely happens.

Plus Points: This is a straightforward and stress-free way to use the power of events to grow your business. All you need to do is prep your speech, show up and connect with the audience. Other aspects of the event will be taken care of by the event team and organizer.

Smart Mindset Tip: Don't let your fear of public speaking or lack of presentation skills stop you. Read a book, learn from a program or hire a coach to help you. Do the work you need to do so you can start to feel confident and at ease speaking onstage.

Instant Action Step:

Start looking out for speaking opportunities. Research online or in your local area. Reach out to relevant organizers and find out how you can participate as a speaker at their next event. List below your findings and opportunities.

TYPE #4: ONLINE EVENTS

Online events include webinars, live streams, group coaching calls, online seminars and workshops and much more. You can organize an online event relatively quickly, but there's a downside. Online events lack the power of a live event. While it is possible to build real relationships online, it can never take the place of the transformational energy of a live event.

Perfect For: Any coach at any stage in their journey.

Plus Points: Online events are highly accessible and cost-effective. You may need specific paid software to run webinars, but there are many options that are free up to a certain number of participants. This type of event gives you the power to reach anyone, anywhere in the world from your living room and you could potentially have thousands of people attend your event.

Smart Mindset Tip: A high-value online event can grow your audience within days or even hours. It's easy to set up, so there is no reason to procrastinate. Commit to hosting a free online event within the next 2 weeks.

Instant Action Step:

Pick a topic, choose a method and prepare the content for your event. If you've never run an online event before, start researching. Find out about tech pieces you need, such as webinar software. You should also look at ways to market your online event to attract participants.

TYPE #5: OPEN DOOR EVENTS

Open door events are - literally and figuratively - about opening your door and making yourself available for free coaching sessions. You can organize a full day experience or if you prefer, run an open door event that lasts for just a few hours.

Perfect For: Coaches who have a physical office.

Plus Points: This type of event creates the opportunity for a wide range of people to gain access to your expertise. You could potentially connect with a lot of great new clients who will be happy to work with you.

Smart Mindset Tip: It can be a challenge to create enough buzz around an open door event. Don't give up if you don't receive much interest the first time. Keep going. Make an effort to get the word out in your community, and you'll soon start to see more people show up.

Instant Action Step:

Look at your schedule and think about when you can have your first open door event. Think about how you can spread the word – through neighborhood newsletters, online community boards and via word of mouth. Choose a popular theme related to your niche to attract more people to your event.

TYPE #6: EXPERIENCES

This is the most powerful type of event on this list. It requires hard work to put together but the payoff is worth it. Live experiences such as a coaching retreats or weekend seminars, can create an incredible energetic space for lasting impact and transformations to happen.

Perfect For: Coaches who have existing clients.

Plus Points: Live experiences allow you to coach at the highest level. Experiences also create a deep sense of belonging and connection for your clients. The more your clients feel they belong, the more they'll want to continue their coaching relationship with you.

Smart Mindset Tip: You don't have to be extremely successful or have thousands of followers to organize a live event. A handful of loyal clients are more than enough. You'll never feel ready for your first live event so do what successful coaches do - start before you're ready.

Instant Action Step:

Survey your current clients so you learn about the kind of live experiences they'd love to have. Make a list of ideal locations and activities that you would like to share when you host yours.

This guidebook is inspired by Franziska Iseli's work and based on her talk at the Evercoach Summit 2017. Franziska is an author at Evercoach, as well as a maverick entrepreneur, leading marketing strategist, speaker, author and the co-founder [BasicBananas.com](https://www.basicbananas.com) (Australia's leading marketing training organisation), [Oceanlovers.global](https://oceanlovers.global), [YoursSocially.com](https://yoursocially.com), [TheBusinessHood.com](https://thebusinesshood.com) and impacteurs.com.

