

Tips to get maximum benefit from attending live events

1. Make a list of the key questions you want answered from the presenters.
2. Make a list of the people you want to meet personally and WHY.
3. Seek out an accountability partner BEFORE you go (if possible) so you can circulate, meet new people and compare notes.
4. Listen to pre-event teleseminars so you know what to expect.
5. If you know there are going to be products for sale at the seminar/worship, determine your budget before you go.
6. Practise your audio logo (Elevator speech)-

What do you do?

Why are you attending?

Who is your ideal prospect?

7. Get NEW business cards with your picture on the front and YOUR audio logo on the back OR have a link to your audio message/video.
8. Take pre-stamped POSTCARDS to craft hand written “thank you” follow-ups DURING the event. (Success likes speed!)
9. Get to the conference hall 45 minutes early so you can network. Get a seat at the front of the room (you want people to see the back of your head, you’re a leader remember).
10. Try to get 5-10 business cards each day
11. Cross out the questions on your master list as they get answered. Add more as they spring to mind.
12. Choose a presenter to schedule a 15 minute paid phone consultation to answer your most important questions (If you can’t discover the answer at the workshop) even if you pay, you can probably sell the recording later.
13. Sit next to someone NEW in the hall and during meals to make more connections.
14. As you get businesses cards in, write down their audio logos on the back so you remember who they are, why they were there, and who their perfect prospect is. That way you can possibly help them connect with someone in the future.
15. Find a master mind buddy at the event so you can follow up with accountability calls.
16. Buy any educational material before you leave the event.
17. Sift, sort and prioritise 52 marketing strategies (one for each week based on what you’ve learned).
18. The day after you get home from the event, rest if possible and evaluate what you’ve learned, unpack and file your learning materials.
19. Set aside 2 hours each a week to implement some of the strategies.
20. Each week for 6 weeks following the event, have a ONE hour accountability chat with the mastermind buddy you hooked up with at meeting.