



Formula for Saying YES To a Gig!

Follow these steps!

Questions to Ask...

- Is the audience YOUR Target Market & How many will attend?
- How much will be expenses be?
 - Flight
 - Hotel
 - Rental Car/Shuttle/Taxi
 - Food/Drinks
 - Marketing/Sales Sheets/Lead Gen/Contest Flier
- What is Your Closure Rate? (How many people do I usually close/sell at this type of event)
 - How many sales at the event
 - How many sales in the follow up process
- Other Opportunities to consider:
 - Who will you meet there: Other Event Planners, Companies, etc
 - Do you need this event to have on your resume of speaking opps
 - Will there be photos/video that you are allowed to use or buy
 - Is there someone you need to support
 - What other relationships will you work on:
 - Other Speakers
 - Sponsors
 - Vendors
 - Event Planners





Formula for Saying YES

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Example:

Expenses:

- \$400 Flight
- \$400 Hotel
- \$400 Food/etc
- \$300 Marketing Items
- \$100 Admin Help
- = \$1600 in Expenses

Sales Total:

- 50 Attendees = 25% Closure Rate (selling a \$50 webinar for a 12 month program)
- = \$600 at the event (\$7200 for year)
- + Follow Up Clients (another 25%) = Another \$600 + (7200 per year)
- + 1on1 Coaching Clients or Bigger Clients (whatever your rate is)

Marketing Total:

- Connect to 2 Speaking Opportunities, Create 4 JV Partners = Priceless

Total for this Opportunity:

\$1600 Exp - \$14,400 + Sales + Priceless Opps = a YES!

This information is for general use and not a guaranteed for any particular outcome.

