



Formula for Saying YES To a Gig!

Follow these steps for Expenses!

Questions to Ask...

- Is the audience YOUR Target Market & How many will attend?
of Attendees = _____
- How much will be expenses be?
 - Flight
 - Hotel
 - Rental Car/Shuttle/Taxi
 - Airport Parking/ Hotel Parking/ Event Site Parking
 - Food/Drinks
 - Sales Sheets/Lead Gen Sheet/Contest Flier (What Paper Product to Print)
 - Business Cards
 - 6' Stand Up Sign/ 3' Table Top Sign(s)
 - Business card stand(s)
 - Pens and Pens Holder (They will disappear so with Contact Info Printed On Them or Plain Cheap Pens)
 - Tablecloth(s)= use your colors or a black or white
 - Table Décor- easy to transport
 - Employee or Helper to Attend and Help with Sales, etc.
 - Pet Sitter/ Baby Sitter/ House Sitter if Applicable
 - Suitcase(s), Bags for Transport of Items for Travel and Event Items
 - Special Event Clothes, Coats, Shoes
 - Books/ Products to Sell from Table/Speaking Opp
 - Admin Help for Follow Up





Formula:

Your Formula: Plug in YOUR Numbers...

Flight	\$ _____
Hotel	\$ _____
Car/Shuttle	\$ _____
Parking	\$ _____
Food/Drinks	\$ _____
Printed Items	\$ _____
Biz Cards	\$ _____
Marketing Items	\$ _____
Holders	\$ _____
Table Items	\$ _____
Helper	\$ _____
Sitters	\$ _____
Travel Items	\$ _____
Clothes	\$ _____
Items to Sell	\$ _____
Admin Help	\$ _____
Total Equals =	\$ _____

How much you will make from Event (In Next Video)= _____

Year Sales – Expenses= _____ a Yes Or a No _____

