



# Formula for Saying YES To a Gig!

## Questions to Ask...

- Is the audience YOUR Target Market & How many will attend? \_\_\_\_\_
- 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:
    - both immediate sales \$ \_\_\_\_\_
    - year total of sales \$ \_\_\_\_\_
- 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 will be 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

## What's Your Numbers? Sale Totals:

- 100 Attendees = 10% Closure Rate (selling a \$50 a month webinar for a 12mth program) = \$500 at the event (\$6000 for year)
- + Follow Up Clients (another 10%) = Another \$500 + (6000 per year)
- + 1on1 Coaching Clients or Bigger Clients (whatever your rate is) say \$1500

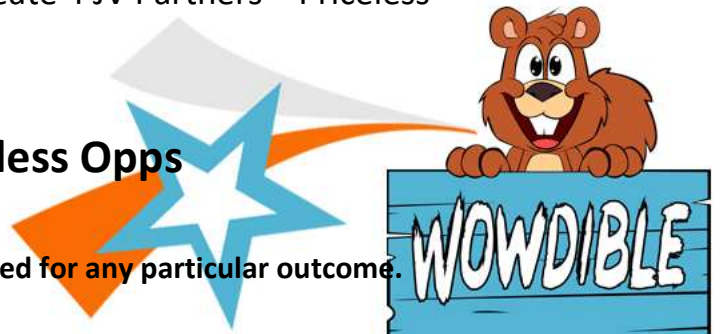
## Marketing Total:

- Connect to 2 Speaking Opportunities, Create 4 JV Partners = Priceless
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## Total for this Opportunity:

**\$1500 Exp - \$12,000 + \$1500 + Priceless Opps  
= \$12,000 a YES!**

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





## Follow these steps!

### Your Formula: Plug in YOUR Numbers... From Your Expense List

- What is Your Expenses: \$ \_\_\_\_\_ (Review on Expense Video)

### Sales Total:

# of Attendees \_\_\_\_\_ x \_\_\_\_\_ % of Closure Rate  
= How many New Clients at the Event \_\_\_\_\_

# of New Clients x Sales Offer = \$ \_\_\_\_\_

+ Follow Up Clients x \_\_\_\_\_ % of Closure Rate \_\_\_\_\_  
= How many Follow Up Clients at the Event \_\_\_\_\_

# of New Clients through Follow Up x Sales Offer = \$ \_\_\_\_\_

VIP Clients \_\_\_\_\_ x \_\_\_\_\_ % of Closure Rate  
= How many New VIP Clients at the Event \_\_\_\_\_

# of New VIP Clients x Sales Offer = \$ \_\_\_\_\_

### Marketing Total:

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

## Answer...

Yes or No to This Gig?

