



CHRISTIAN MICKELSEN'S

CLIENT-GETTING VIRTUAL EVENTS

WORKBOOK

This isn't a stand-alone workbook. For best results, use it to take notes during the 3 day event and in between each day. Take time to fill in the blanks as you reflect on your business and the people you serve.

What's Inside...

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MINDSET IS KEY TO A SUCCESSFUL EVENT

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ALL ABOUT YOUR AUDIENCE

Identify Your Audience

When you get clear on the answers to these questions, it will help you with so many aspects of virtual event creation.

What is your niche? (In other words, what audience do you focus on?)

When you think about your niche and your potential and current clients, what do they care about? What is it they want to know, understand, or experience?

You've got to get clear on what matters to them. When you think of your audience, what are their hopes, dreams and goals in relation to the niche you're in? What are their pains and problems?

What do you know about your audience and the kind of results they're looking for?

Success Tip: To attract your ideal audience, you need to speak the language of your clients. The language of clients is the language of results.

The topic for your event is (we'll work more on this later):

What does your ideal client/audience want to avoid in relation to this topic?

What does your ideal client/audience want to get in relation to this topic?

What kind of results typically do they desire in relation to this topic?

What is the biggest problem that your event will solve?

For later thinking...

What are some of the pieces/topics/stories that are essential to understanding what needs to be solved and how to do it? (We'll go deeper into this area later – this is just to get the juices flowing.)

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A HOT NAME FOR YOUR EVENT

How To Decide Your Hot Event Topic & Title

The event name is huge when it comes to getting people to show up. It needs to inspire people to say, “I want to come to that event!”

The important elements of a hot event title are:

What are the top 3 clear outcomes or benefits your attendees will get that they really want?

What could your event help them eliminate?

What words would describe how they'll probably feel once they've achieved those outcomes?

Based on all of that, what specific, hot titles can you come up with for your event?

Feeling stuck? You can always create a survey to be sure you're covering topics that people really want to learn about.

You only really need two questions:

1. What's the biggest question you have about (your topic)?
2. What's the biggest challenge you're facing about (your topic)?

Success tip: Use the actual words people (your potential clients) are already using.

NOTES:

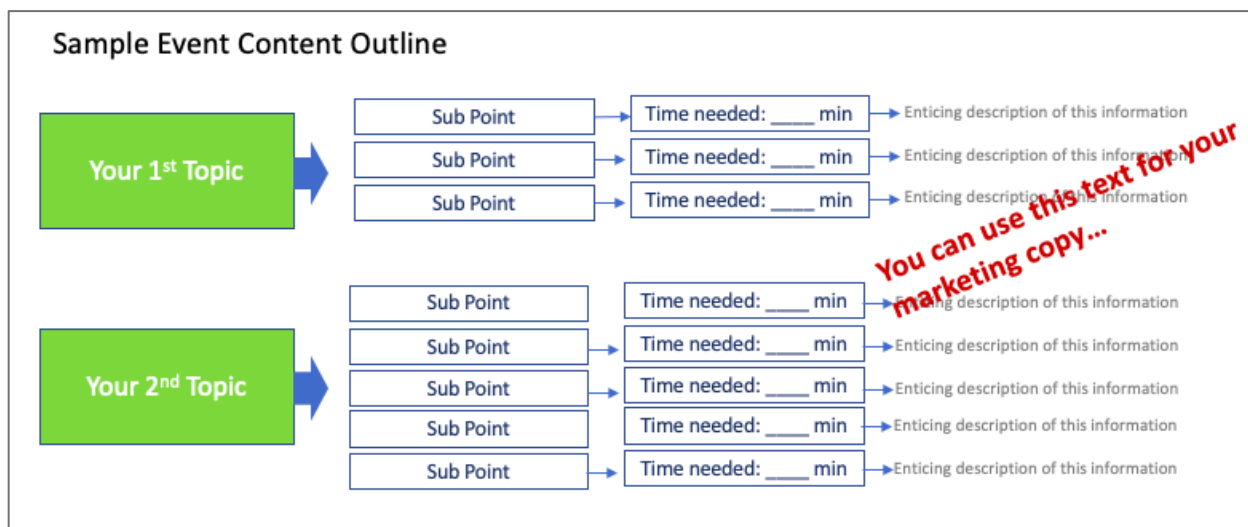
YOUR EVENT SCHEDULE AND FLOW

CREATE YOUR EVENT SCHEDULE AND FLOW SO YOU CAN TEACH A GREAT EVENT

Break your event content into valuable topics – that'll give you an outline of your content:

Create sub points for each of your topics.

Decide how much time you'll spend on each topic.



(Remember: Once you have sub points for each of your segments, you can turn the description of the points into compelling text that will entice the audience to turn your outline into marketing material.)

What is the benefit of each topic or section? What could it help you save (time, \$\$, hassle, headache)? What could it help you get (time, \$\$, joy, ease)?

Organize those pieces to give people the most powerful event experience possible. Here is an easy way for you to capture the information:

Time (how many minutes this will take)	Topic	Learning Notes	Links or resources needed

What could you do to keep the energy high?

(What helps you stay focused and energized during an event? Not everyone is like you, so what other strategies could your audience find helpful and energizing?)

YOUR CRUSHING OFFER

What elements are essential for a crushing offer?

Now that you know the elements of a crushing offer, what are those elements in your offer?

FILL YOUR EVENT

It's one thing to have an event with a hot title that will appeal to your ideal audience. But it's another thing to get people to actually sign up for your event.

What are the main ways to fill virtual events with an audience that is hungry for what is being offered?

The critical step (aka: Christian's 'secret sauce') is:

What strategies will YOU use to fill your event?

Who could you partner with to help fill your event with just the right audience?

What offer are you going to make during your event?

Which strategy do you like for selling your high-end programs during the event?

Bonus tip: How to create raving fans...

Create a WOW experience for your attendees.

One thing that you can start doing is give people more than they will ever expect from you. If you were in the attendee's shoes, take a moment and imagine what one of your favorite coaches would have to offer to wow you?

DEALING WITH FALSE BELIEFS AND FEAR

How To Create An Unstoppable Mindset

When you think of creating an event, what fears, doubts or limiting beliefs pop up?

When you think of doing the event – hosting it, getting people there, attracting potential JV partners – what fears, doubts or limiting beliefs come to mind?

What did you hear about overcoming objections?

Success Tips;

- ✓ Have personal stories – or stories from others that really reinforce your key points.
- ✓ Get support – a friend, colleagues or assistant to help you with the day.
- ✓ If it's a bigger event, have a team.
- ✓ Have a document that outlines how the day will progress.
- ✓ Make each segment memorable and fun.

NOTES:

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My Action Plan

<i>Do this</i>	<i>By when</i>