

The Action Plan Marketing 7-Step Virtual Business Event Marketing System

STEP	1 Assemble Prosp. Lists	2 Email Promotion	3 Hold VB-Event	4 Send S.I.P.	5 Strategy Sessions	6 Close Business	7 Repeat Process
WHAT	All categories of prospective clients. Who are they? + contact information.	Promo Emails for Event Send up to 4 per Event	Create and practice your event. Conduct your Virtual Event Set up Mtgs.	Send to your Services Information Page. Emulate good examples.	Conduct your Strategy Session. More like an easy conversation.	Close the Business and Get started. Asking someone to work with you is a natural process.	VB-Event marketing is a process of connection and sharing real value
WHAT TO DO	Make lists of all client categories. Put in spreadsheet first, then email management system such as AWeber or MailChimp	Write emails to invite to a virtual event. Keep them short and simple. Send 4 invites over 7-10 days. That's what works.	Learn and practice the process of giving a powerful but simple event. Ask those who attend if they'd like to meet and talk.	Write a Services Information Page and put it on your website or PDF. People need to know: What do you do, how do you do it, and what do they get? (WIIFM)	Learn how to conduct an effective Strategy Session, from opening to closing. More like an interview than a selling conversation	Learn how to close, ask for money and set up structure of engagement. Make this simple, clean, clear, and easy.	Rinse and repeat. The more you do the process, the better you get at it. The key is getting into action and doing events.
MORE INFO	<ol style="list-style-type: none"> 1. Past Clients 2. Networking Connections 3. Presentation Attendees 4. Org Members 5. Email List 6. Referral Sources 7. LI Connections 8. Other Soc. Media 9. Speaking + PdCs 	<p>Here's what we're going to talk about:</p> <p>If you're interested, you're invited.</p> <p>Here's where you sign up.</p> <p>Go to signup page and then get a confirmation email.</p>	<p>A Successful Event:</p> <p>What's not working. What does work. Here's my System. Q&A Want to talk?</p> <p>Get a One-on-One Then send to your S.I.P.</p>	<p>The S.I.P. answers the most important questions your prospective clients might have about your services.</p> <p>What is it? Why is it needed? How does it work? Results expected? Service structure?</p>	<p>90% of Selling is asking questions. Their Situation. Their Challenges. Their Goals.</p> <p>If you can help them, let them know. Then ask if they have any questions about your service.</p>	<p>Three Closes:</p> <ol style="list-style-type: none"> 1. Do you think this program is a good fit for you? 2. To work with me, can you do these X things? 3. The fee is \$Y. Does that work with your budget right now? 	<p>Always return to the beginning with your list and promoting with emails.</p> <p>Put on our own VB-Events or book talks or webinars with organizations.</p>