

SELLING AT EVENTS CHECKLIST

Get Ready to Sell with Podcasts, Summits, Conferences & more



CREATETHERULES.COM

EXCERPT FROM: CREATE THE RULES SPEAK & SELL

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TYPES OF EVENTS

Online Summits

In Person Conferences

Podcasts

Tradeshows & Markets



As an event planner for over nine years, I have seen business owners rely only on the marketing or opportunity to sell on the day of the event, or when the podcast goes live. That's leaving money on the table. Being able to use events - summits, online conferences, in person events, podcasts and tradeshow/markets to their full advantage by selling BEFORE, DURING AND AFTER the event. It could be the vital edge for making your revenue goals this year. Use the time limited launch of the event to propel your sales goals into achievement status.

Marissa



OFFER EXCLUSIVITY

Client Experience

When Marissa told me to pre-sell my holiday themed bundles before the event, I didn't hesitate. I put them up in the online store, marketed to my audience and gave content to the event organizer to promote and I already had almost sold out before the event started.

My customers loved being able to just pick up their purchases at the event which gave them time to explore the other vendors at the show. Plus some bought even more while they were at my booth.



Pre-Sell for Event Pickup

Make sure you have enough stock on hand, can offer an up-sell and people see lots of happy people with packages in their hand leaving your booth.

Limited or Exclusives

What can you offer that is event specific. This helps your event organizer because it offers them a unique selling experience for their clients, customers and listeners.

Give Hints

Is there an exclusive offer at the end of the podcast? Give them a reason to listen to you by hinting ahead of time there is an exclusive offer.

YOUR SALES CHECKLIST

Look for opportunities to connect, create and collaborate with others at the event.

CONNECT WITH THE HOST

How can you help them promote the event? What more could they get from you to help them promote? How do you reach their audience before the event?

FIND WHERE THE EVENT IS BEING DISCUSSED

Connect to the audience there. Create relationships - don't spam or just drop links

WHAT DOES THE AUDIENCE NEED BEFORE THE EVENT TO PREPARE

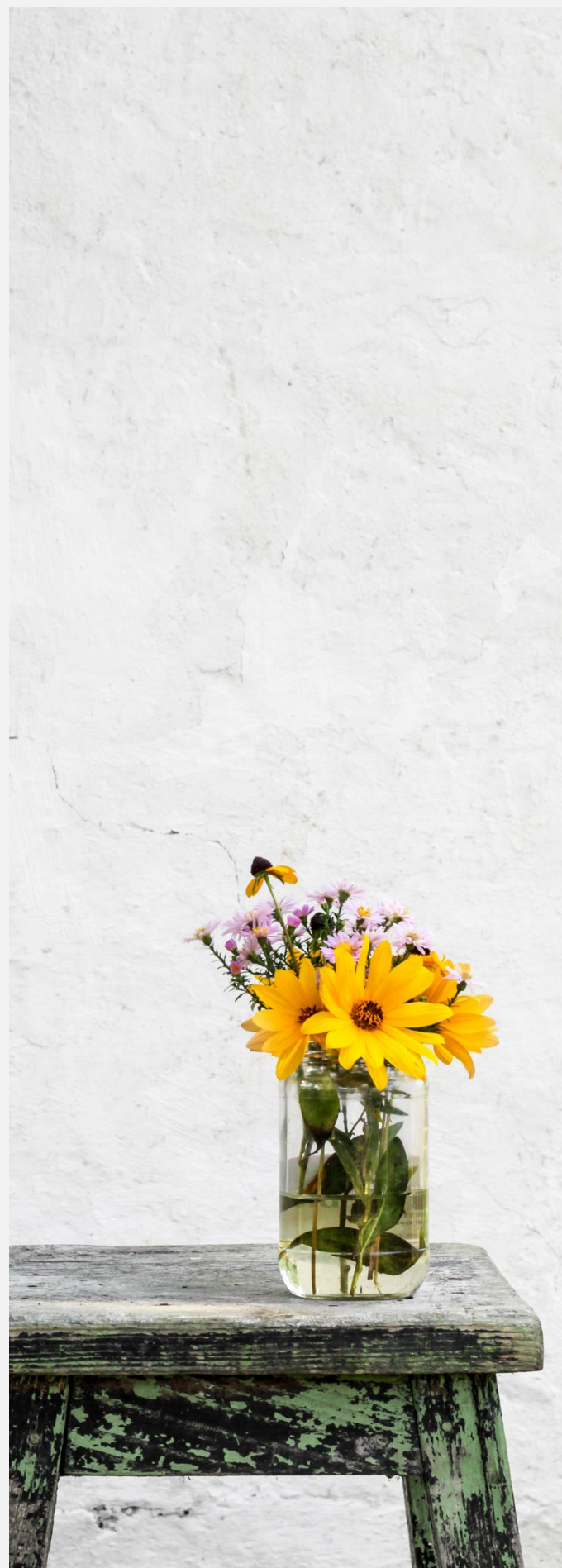
I have seen experts create "event survival packs" before the launch

MAKE IT EASY FOR THEM TO FIND YOU AGAIN

LABEL EVERYTHING. Have offers for email and social media followers

SAY THANK YOU & WHAT'S NEXT

CONNECT with people you met, those who bought and even those who missed seeing you at the show.





What Will You Be Selling Before, During or After Your Next Event?

BEFORE

DURING

AFTER

NEXT STEPS

Get on the waitlist for Create the Rules **Speak & Sell**.

The course is a comprehensive tool designed to help you maximize your earning potential at any speaking, recording or live event where you can showcase your expertise.

From podcasts to tradeshow, the course gives you the how-to's, case studies, ideas, funnels, sales examples, swipe files and templates so you can implement these tools & tactics quickly in your business, just in time for your next event.

Sell before, during and after each event to get you to your sales goals faster while building connections with bigger audiences each time.

➤ createtherules.com/speakandsellcourse

