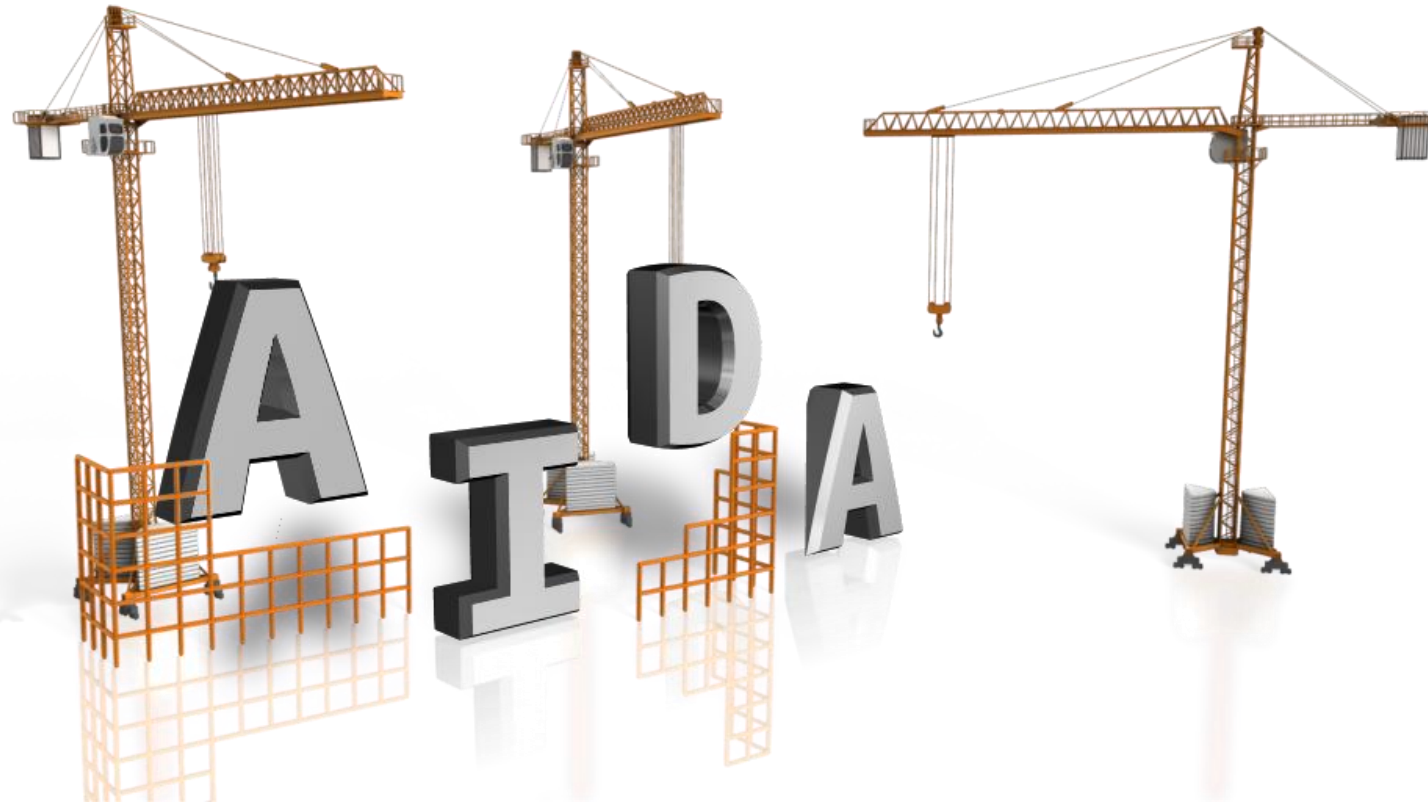


7 secrets for successfully marketing your next event

Feel the power of the dark side!

1. Structure your message



Grab *attention* with a great headline

Small landholder weed management workshop

VS

Own a block under 50ha?

Are weeds devaluing your property?



Tap into their *interest*

- ❑ What's their main concern?
- ❑ What's a big challenge they're facing?
- ❑ Show how you understand their situation.



Desire

Flag that there's a solution to their problem or solution - and you have it!



Action

- Simply tell them what they need to do next
- Provide multiple response options



2. Use 'back-casting' to plan your marketing



Questions, comments?

Type your
questions
here anytime



The screenshot shows a GoToWebinar interface window with a menu bar (File, View, Help) and a sidebar on the left containing icons for audio, video, and chat. The main content area is divided into sections:

- Audio:** Includes radio buttons for "Telephone" (selected) and "Mic & Speakers". Below this, it displays "Dial: 1 800 990 166", "Access Code: 288-349-760", and "Audio PIN: 101". A pink banner below the PIN reads "if you're already on the call, press #101# now."
- Questions:** A large text input area with a scroll bar. Below the input area is a placeholder text "[Enter a question for staff]" and a "Send" button.
- Footer:** Displays "Webinar Now", "Webinar ID: 248-976-062", and the "GoToWebinar" logo.

3. Identify an offer to get to your break-even point



We need to hook them...

Recognition

Pride

Fear

Love

Greed



4. Build anticipation



“You’re in the right place”

- ❑ Check in with your ‘A-list’ and give them first option
- ❑ Use ‘take-away’ selling
- ❑ Be exclusive, *not* inclusive!
- ❑ Hint at or highlight who’ll be there and any guest presenters



Questions, comments?

Type your questions here anytime



The screenshot shows a software window titled "File View Help" with a standard Windows-style title bar. On the left side of the window is a vertical toolbar with icons for navigation and actions. The main content area is divided into several sections:

- Audio:** A section with a minus sign icon on the left. It contains two radio buttons: "Telephone" (which is selected) and "Mic & Speakers". Below these are the following details:
 - Dial: 1 800 990 166
 - Access Code: 288-349-760
 - Audio PIN: 101**
 - A pink highlighted box with the text: "If you're already on the call, press #101# now."
- Questions:** A section with a minus sign icon on the left and a plus sign icon on the right. It contains a large empty text input area with a vertical scrollbar on the right. Below the input area is a smaller text input field containing the placeholder text "[Enter a question for staff]". To the right of this field are up and down arrow icons. A "Send" button is located at the bottom right of this section.
- Webinar Now:** A section at the bottom of the window displaying "Webinar ID: 248-976-062".
- GoToWebinar:** The logo for the software, located at the very bottom of the window.

5. Establish reciprocity

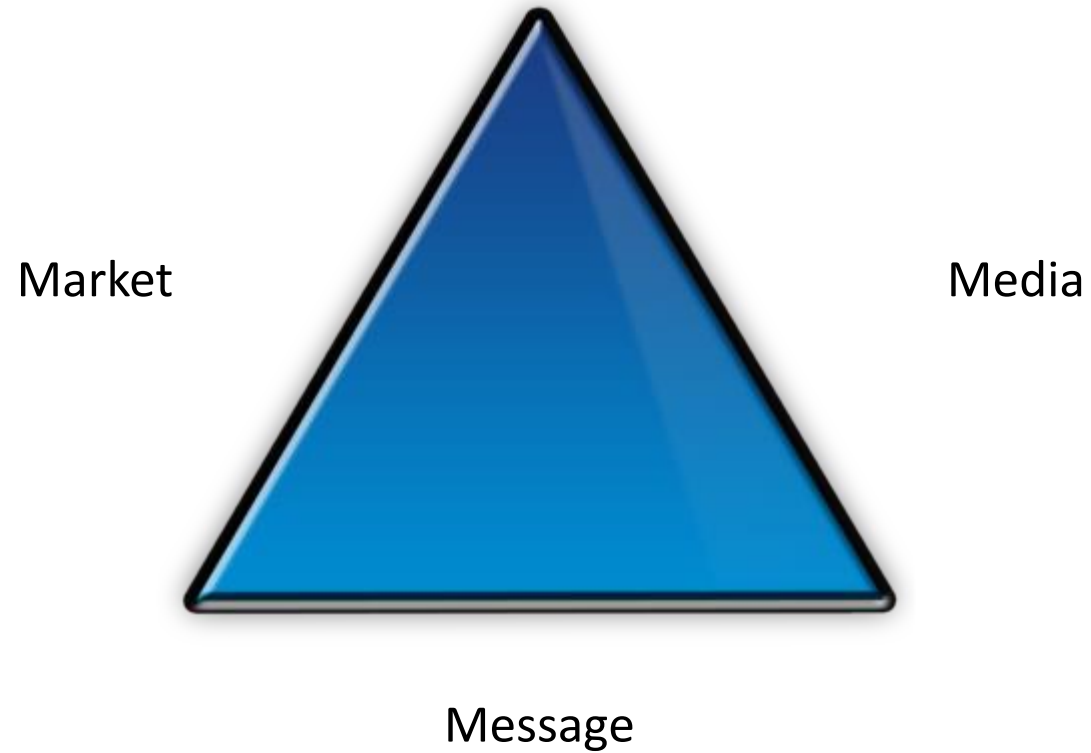


Have a giving mind-set

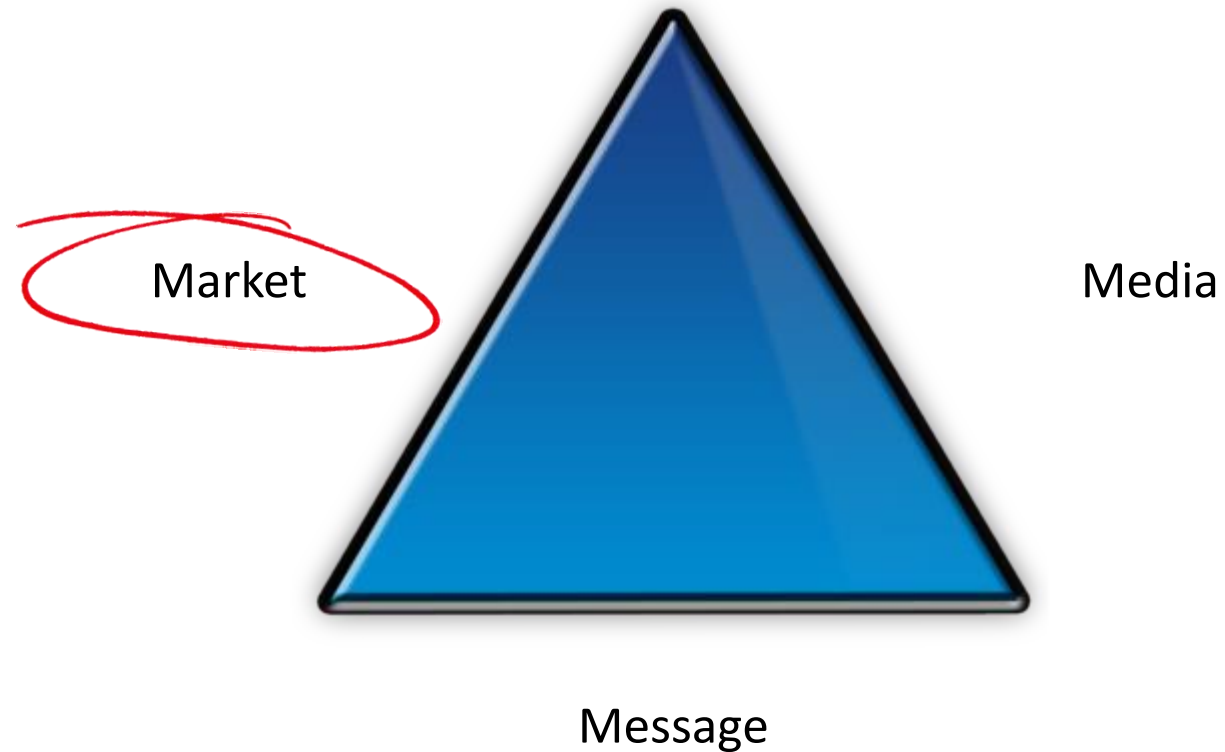
- ❑ Three x contacts with your 'A-list'
- ❑ Provide useful tips relating to the event
- ❑ Final contact should be the call to action
- ❑ Focus on *what* rather than *how* to fix the problem



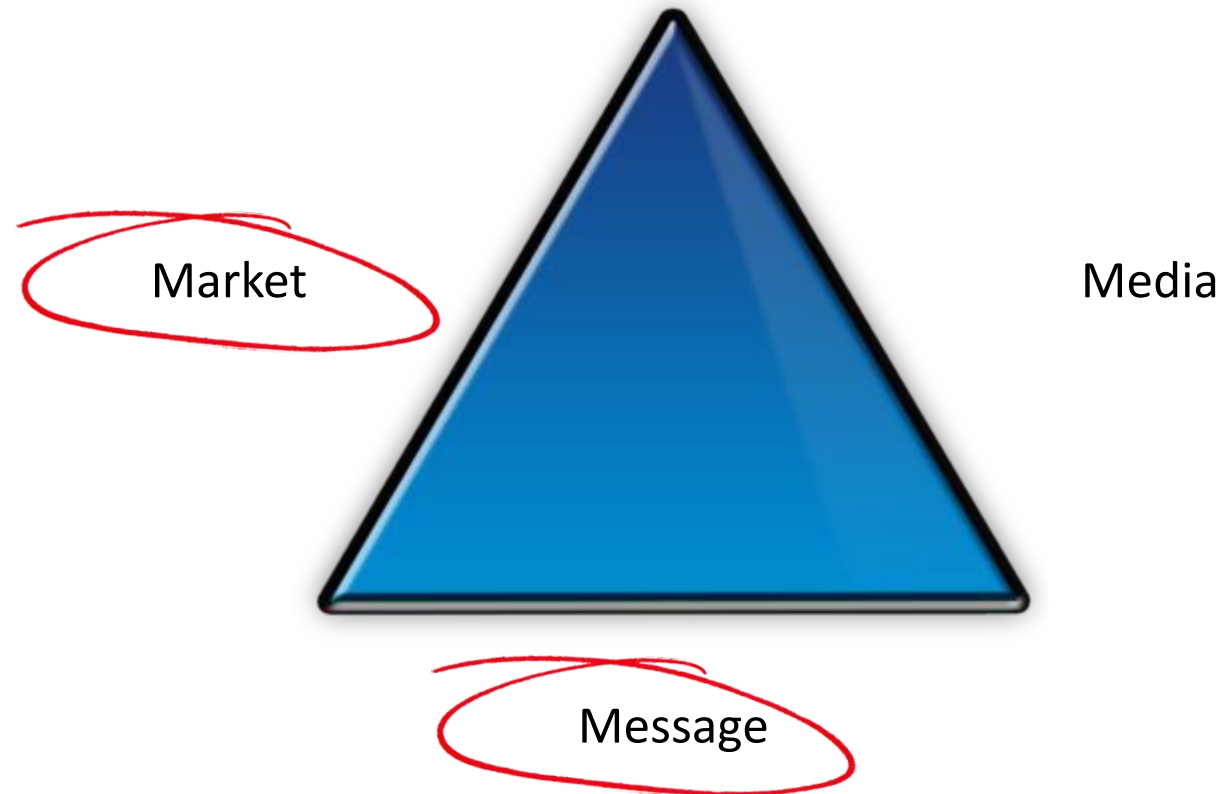
6. Use the market-message-media triangle



Clearly define and segment



Clear call to action



Break through the clutter

- Use VAK principles
- Combine spaced repetition with attention-grabbing material



7. Provide an unexpected bonus



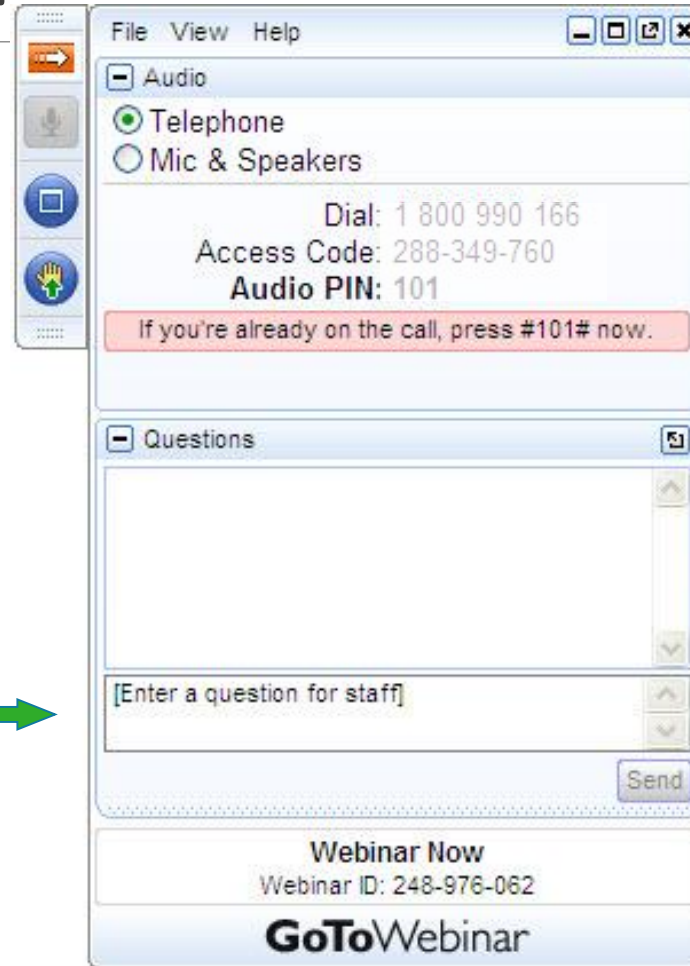
Remember to...

1. Use AIDA
2. Schedule tasks via 'Back-casting'
3. Identify an offer
4. Build anticipation

And...

5. Establish reciprocity
6. Use the Message-Media-Market triangle
7. Provide an unexpected bonus

Questions, comments?



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here anytime



Want more?

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- ❑ Get a weekly facilitation tip and other goodies from www.facilitatorsinnercircle.com
- ❑ Contact me via andrew@andrewhuffer.com.au