Secret Supper: Planning!

Or, How I Planned to Market my Soiree
The Idea: A Family Reunion

- Bring together my existing clients and tribe for an in-person event they’ll never forget.
- Relationships are cemented when we break bread together.
- At my event, we’ll cook and eat together.
Before It’s Real

- Does this fit into my...
  - Annual Revenue Goals?
  - Budget?
  - Existing Marketing Calendar?
  - Life?
Potential Revenue

50 Attendees

- 15 = DDR members (at $0)
- 5 = DDR pals (at $100)
- 30 = “regular price” (lowest is 2-for-1 at $225)

Potential Revenue = $7,250+
Basic Expenses

- Space Rental (tables, chairs, food, staff & apt) = $3,500
- Dinner = $300
- Advertising = $1,200

TOTAL = $5,000

- Break-even = 23 tickets purchased
SMART Goals for the Event

- Break-even!
- Find and build two new JV relationships
- Attract at least 5 new DDR members
Non-tangible Intentions

- Have FUN
- Deepen existing relationships
- Provide true value to attendees
  - New relationships/networking
  - Solid plans for Q3&Q4
  - Renewed enthusiasm for their business
**How to Fill the Seats (*5000*)**

- **Ten+ messages:**
  - Speaking in-person
  - Webinars (Brunch & Learns; as a guest)
  - Blog Posts >> Social Media
  - Emails
  - Press Release to local papers, blogs, radio, professional assoc.

- **Other options:**
  - Facebook Ads
  - Social Media posts
  - Promo video
  - Sponsors
  - Posters/Flyers
  - MY WEBSITE
  - Links in my bio
  - Email signature
  - Eventbrite
  - Eventful.com
How Do You Plan the Cooking?
What I Needed to Move Forward

- A Theme, Name for Event
- Artwork
- Proof of concept: would you come?
- Buy-in from my family
- An appropriate space
- Deposit $$
My Marketing Calendar

- Who, What, Where, How, Why - **By Date**
- Includes prep work (not just launch)
Weekly Rhythms Make Life Easy

- Monday: DDR Stuff; Online Group Networking; NO Clients; Planning the week
- Tuesday: Writing! Blog post + Email Newsletter; ½ Day NO Clients
- Wednesday: Blog post published + Promoted FB post?
- Thursday: Blog email
- Friday: Online Group Networking; CEO Hour