

{Digital *Dining Room*}

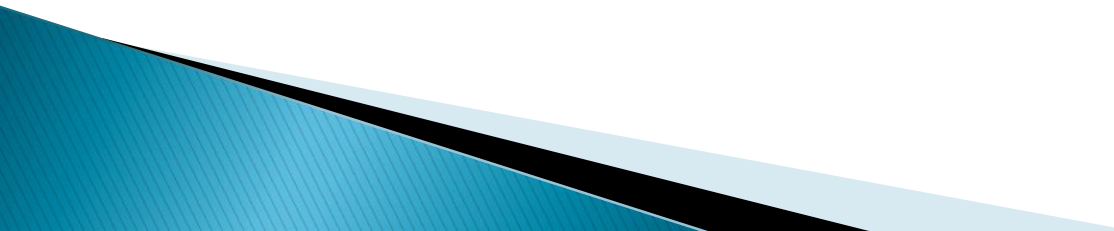


# Secret Supper: Planning!

Or, How I Planned to Market my Soiree

Story  Bistro

# 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.
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# Before It's Real

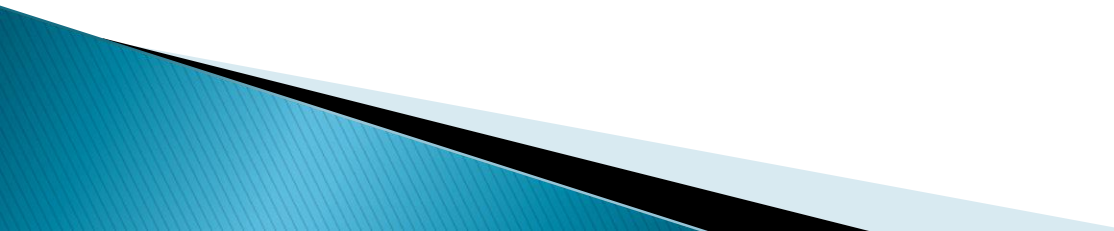
- ▶ Does this fit into my...
  - Annual Revenue Goals?
  - Budget?
  - Existing Marketing Calendar?
  - Life?

# Potential Revenue

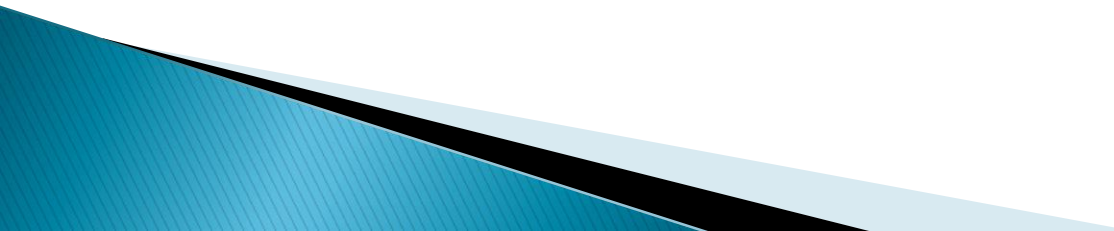
## 50 Attendees

- 15 = DDR members (at \$0)
- 5 = DDR pals (at \$100)
- 30 = “regular price”  
(lowest is 2-for-1 at \$225)
  
- Potential Revenue = \$7,250+

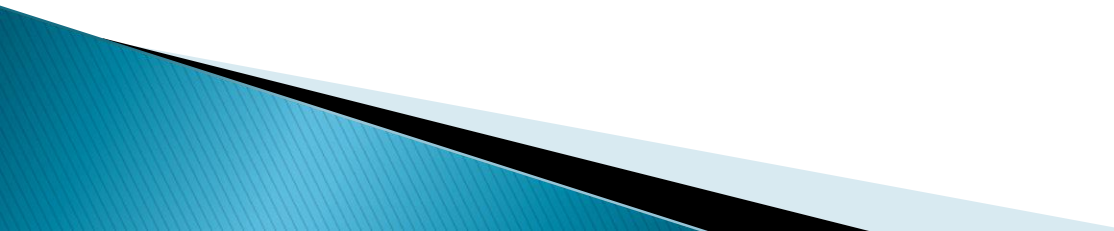
# Basic Expenses

- ▶ Space Rental (tables, chairs, food, staff & apt) = \$3,500
  - ▶ Dinner = \$300
  - ▶ Advertising = \$1,200
  
  - ▶ TOTAL = \$5,000
  
  - ▶ **Break-even = 23 tickets purchased**
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# SMART Goals for the Event

- ▶ Break-even!
  - ▶ Find and build two new JV relationships
  - ▶ Attract at least 5 new DDR members
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# 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
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# 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.
- Facebook Ads
- Social Media posts
- Promo video
- Sponsors
- Posters/Flyers
- MY WEBSITE
- Links in my bio
- Email signature
- Eventbrite
- Eventful.com

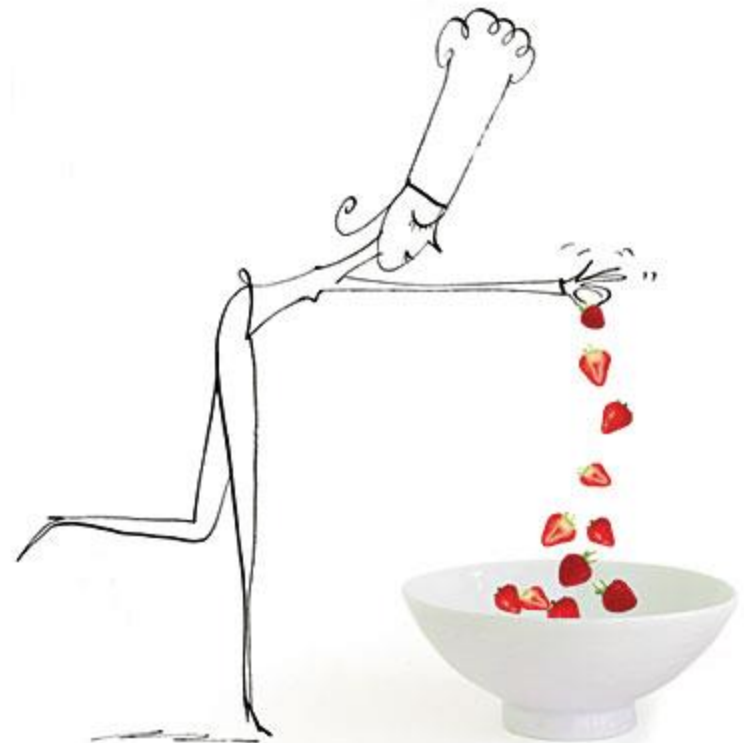
How Do I Market?

Let Me Count the Ways...

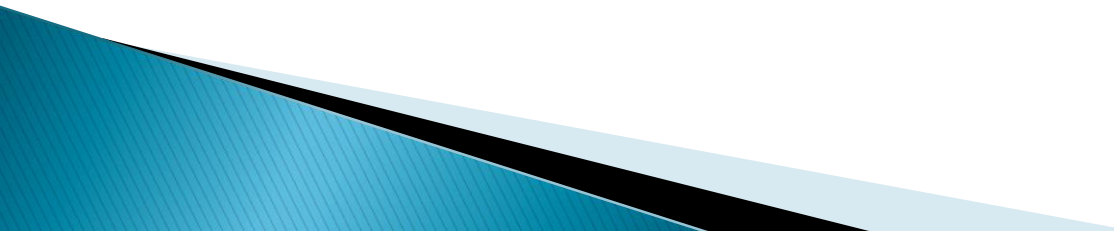


# The Nitty-Gritty

- ▶ 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 \$\$
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# 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
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