

Daniel Hall Presents



Episode 112

How to Profitably Put on Your Own Live Events

With Chris Krimitos

Welcome to this episode of the Real Fast Results podcast! Chris Krimitos is today's special guest. He is the founder of a conference called PodfestExpo.com, and basically, he helps podcasters and people who want to build a podcast audience. Please welcome Chris to the show...

Promise: How to Pack Live Events with Your Target Audience

The big promise is that I'm going to share with people how they can really pack an event with their target audience in order to build their business as well as how to really find their target audience. I'm going to share some tweaks in your thinking that will help you really reach the exact person you are looking for to help, and in the process, to make a living and make money.

First of all, you should have an online presence of some sort. That is primary. Secondly, if you really want a rabid base of supporters, you either need to go out and speak at events, or eventually, I would highly recommend housing your own event. There's no more rabid of a fan base than with a person that raises their hand and says, "I'm willing to travel to be in a room with you for a day or two days, and learn from you, and get infused with your culture, your philosophy, and your methodology." You can't ask for a better client, and those people tend to

be your greatest clients, and your greatest, what I call, promoters of your brand and what you represent.

I help a lot of influencers, by the way. I've done over 2,000 events, so I'm not new to the game. I'm fairly young, but I've spent, literally, a decade packing in events. When I tell you events, I've done fishing tournaments, poker tournaments, sending people to the World Series of Poker, business conferences, one-day socials, and the only thing I haven't done is golf tournaments. I'm not a big golfer. But, I mean, I could have done that. Workshops, one-days, meetups, you name it, I have experience across the spectrum. There's nothing better than meeting your audience live and building off of that.

Leveraging a Live Event

Here's an example. Daniel is a high-impact player. He plays all-out. Someone like him who was doing a one-day or two-day event, I would recommend having a high-ticket item. If I were in his shoes, I wouldn't hold an event in which the tickets were less than \$1,000 per person, and possibly, \$2,000 - \$3,000, only because I know that he provides a lot of content. That would mean that his educational programs, from there, go on to \$15,000, \$20,000, or even \$25,000.

I know that people are listening to these numbers, so I want to be very clear. I'm always on impact and transformation first, but if we are going to talk about avatars, a speaker or a coach that's just starting out might want to do a half-day workshop. Just get people in the room, and there are a few reasons you'd want to do that. One is that you want to meet your clients and listen to what their needs are.

Believe it or not, you get better feedback live. You get feedback online, don't get me wrong. You'll get great feedback. But when you meet people, there's something that happens. You become real to them. There's a lot of great things that happen in a classroom setting, where they can ask questions, and you can really gauge what they are looking for.

From there, if you're beginning, you can offer what I call your "upsell," which would be your \$3,000 or \$5,000 coaching program, or whatever it is that the consultant or speaker is offering. If you have 50 people in the room, or even 20, you are almost guaranteed that 5% or 10%, even if you really fudge your closing offer. Someone is going to take you up on it, and I think it's a huge confidence booster for people that want to meet their individual audience members and create something really special. So, I'm just a big proponent of it.

Now, I do a lot of stuff online. Most of the work we do all year is online "ground and pound," and a lot of online marketing. For me, the payoff is meeting people in a live setting. That's what I love more than anything. It's very rewarding if you can bring your people into a live event. The challenge is building a power team and knowing which vendors to work with. That's the most difficult thing when live events happen. So, I've built a whole power team around that area to make someone's first event a lot easier.

You have to understand that if you consistently do an event each year, the income can easily double. If you quantify that over three years, meaning you double from your first year to your second year, and you double from your second to third, the money can scale up quite quickly. The first two years, if you are a normal, average promoter, you're going to break even. That's still a good thing, but it's years three and four where you'll really see some results.

Does That Mean This Could Lead to a Massive Pay Off Over Time?

The reason why most promoters don't survive is because the first year kills them off. That's because the first event is such a pain in the butt if you really don't know exactly what to do and you're putting a new team together. It's a different team that you need for a live event than you do in running your business. What happens is that kills off most people, but the people that stay in past year two, three, the profits are very good. Let's put it that way. There are very healthy margins on the other side of that, but you have to build a reputation, and you have to build a promise.

If I were like Daniel, I would look into Steve Olsher's model. There's a podcast episode that I just released. I do the "Conference Cashflow" podcast, and I would listen to that. He does 7-figures out of his event, and he only has 150 people at the event, but he delivers and the feedback that he gets is phenomenal. People love it. They love doing it.

Now, [Podfest Expo](#) is more of a conference for a community, so my stream of income is very different. I have exhibit areas, and I have tickets. Then we have merchandise. So, it's more traditional, and what someone would think of a trade show/conference. However, with speaker/consultant conferences, you want to look at your ticket prices, which should be a premium, and your backend should be very healthy because that's usually where your profits are.

The Process

There's a lot of steps, so we are going to simplify it. **The first one is, "What is the audience that I want to reach out to?"** So, **"Who am I, who would I like to cater to, and what am I bringing of value to the table?"** One of the most interesting things I would recommend someone doing is going to [Indiegogo](#) or a crowdfunding site. Not necessarily starting a crowdfunding site, but trying to feel that out. In other words, a crowdfunding site forces your brain to think about, "What of value am I offering these individuals for them to attend?" It's almost a template that helps you think, "Okay, for \$200 or \$300, what are they getting out of it, and what are the perks?"

When it comes to ticket prices, I would definitely have three-tiered ticket prices. Now, if it's your first year and you're overwhelmed, do one. Do one ticket price, but when you get better at it, you should always have three ticket prices. You have your general admission, which technically is somewhere between \$250 and \$350. If you look across the board, usually that's the range they fall into. You have your VIP. A rule of thumb is that's double your general

admission. So, if you have a \$250 general admission, your VIP should be somewhere around \$500-\$600. Then you have the “Big Daddy” or whatever that third one is.

The purpose of the “Big Daddy,” which should be almost triple the price of your VIP, is to make your VIP look cheap and to make the VIP the best option. However, I want to be very clear. You will have people who buy the “Big Daddy” because of the fact that they want to be seen as the big players in the room, and those are really good ticket prices. So, you can have a three-tiered ticket structure when you are a seasoned event person. That’s what I would do. If you are a beginner, I would do one tier. Period. It makes it easier for you to handle the event, and you won’t need a lot of event planners working with you. You might be able to just use one person.

Then, I would go to my warm market. So, if you are a consultant, or coach, or speaker, you should have about 20 or 30 core supporters in your online endeavors. I would say to them, “Hey, I’m putting on this event, and this when it’s going to be, and I wanted to invite you personally. I think you embody what my culture conference represents, and because of that, I want to give you a ticket for half price to come and attend.” So, lock up your first 20 sales by word of mouth, literally, by talking to your top supporters. If you don’t have them, you can build them up as you promote your event.

I would also start emailing out to my list, and I would begin a Facebook campaign of some sort and running some ads. Then, I would get speaking gigs anywhere I could, especially locally, in the area where your event is going to take place. I always try to have 100 people, even if it’s a first-time event. If you fall short and only get 50, that’s a lot of people in your room. Make it single-track. What that means is it’s only one speaker at a time, so it’s easier to manage.

If you are going to do the majority of the speaking, that’s great. Bring in some peers that can offer some value, and then make sure that you have your close down, of what you are offering them after. I guess that’s it. And, you always sell your next event at your current event, if that makes sense. So, it’s always a closed loop. If you are doing an event, you should already plan your second event and then promote into that.

It helps you pre-sell tickets to your next one. You’ll want to do this, even if it’s not the same event. It could be something else. It could be, “Hey, I’m doing a webinar next week, and here’s access to this,” or, “Here’s how to get it at half price,” or, “Here’s how to get signed up.” I’m a big proponent of having them fill out paperwork, and what I mean by that, it can be, “Hey, just sign up and confirm.” Something happens when they sign their name on the dotted line.

Don’t get me wrong. You’ll want to send them a link and do all of that Internet stuff, but having someone sign their name and declare that they are in, or check off a box, creates a higher engagement rate and more people show up. I mean, use actual paper, like a little clipboard with paper that says, “Sign your name if you are going to be part of next week’s webinar,” and blah, blah, blah. When I follow up, it’s like, “Hey, we are just contacting you because you signed up, and we have your spot confirmed and reserved for you.”

Listen, this past year we tested a no-paper strategy, quite honestly, I think there should be a hybrid. You need to put something in front of them because there's immediacy. With the Internet, yes, you can go to your phone, and you can get into the chat, and all of that, but, "What if I forget," you know? I think you should do both. While they are in front of you, you might as well get 100% of who is going to sign up, instead of half.

What's the Difference between the Middle and the Top Tier?

You could use food, or you could have a separate VIP room for "the inner circle" people. You could then just invite the keynote speakers to be part of that room. It has to be access that no one else gets. Many times, believe it or not, you are the value proposition for those individuals. So, it could be as simple as offering dinner with the promoter, or the speaker, coach, consultant that's putting on the live event.

That could be the differentiator from a \$1,500 top-end ticket and a VIP ticket. It could be that they get to spend time with you, one-on-one, or maybe that they get to meet you before the conference or workshop and tell you what their objectives are. You can make key connections in the room while they are attending your conferences.

You have to figure out what they want, but it doesn't take much. I used to rack my brain, thinking that I had to come up with all of these things, but it can be something simple that makes a big difference in the value. You could say, "You meet with Daniel Hall an hour before the conference starts," and you can tell them what they would be getting out of it. Then, you as the speaker, might highlight them during the event, and say, "Hey, I want to thank my..." whatever tribe you want to call them. In other words, you can up their credibility, and they'll be happy because they are highlighted in the room as the top-ticket buyers of that conference.

How Else Can I Profit from This?

I'm talking to the speaker, consultant, and/or author in this case. First, you have your ticket levels, A, B, and C, okay. Second, you have affiliates. I'm not a big proponent of this, but someone that has been vetted and is successful with their students, such as a peer of yours, you can bring them in when it's a vertical that's aligned with your vertical, such as your niche. Like, they might be able to offer a course, and you do a 50/50 split. Usually, those are 50/50.

What I'm a bigger proponent of is featuring them. Don't allow them to sell, but they get to feature their brand. They might sell a book, or something light, but the backend is yours. Your course, or whatever your high-end ticket is, you want to keep that as the centerpiece. Throughout the day, they get to know you, they love you, and they can trust you. By the time you are pitching, the people that are going to buy are going to buy, even if you mess up your close.

If you have a really fluid close, you'll tell them what's in it for them, and you may have a very high-percentage closing rate. For many people, that might be their income for the whole year, from one small event. Then, you have affiliate income. Even at a small event, you could have one or two vendors. You can have a vendor who sells merchandise. Especially if it's speakers, coaches, and consultants, there are people who want to be in front of that crowd.

Now, if you have a small room of 50 or 100, they might not fly out by exhibitor vendor. What you might want to do is contact these bigger brands. It could be an online education portal, or something like that, and you say, "Hey, would you like to sponsor my event?" They might give you \$500 just to put their logo on there and a link back to their site, and it gives you more credibility, actually. It's an official event when you have three or four bigger brands advertising.

Or, you might do some kind of trade, like, "Hey, why don't I use your platform for the next year, and you guys sponsor my event. I'll recommend it to my people." Many times, they have these kinds of promo codes in the back, where you can get access to some really cool tools. You just have to provide to people in the room and showcase that you promoted them.

Here's a tip for the people that want to do this. Let's say that you found a brand to promote, and they say, "Hey, I'm going to send you \$500." As a matter of fact, let's say that you get three or four brands. If you are a credible person, and they see that you have podcasts and all of these different things, and your website looks good, they may give you \$500 here, \$500 there, and you may end up with a couple grand. That could pay for your hotel room, believe it or not.

When you are promoting a brand, make sure to have someone in the room, whether it's your photographer or a friend. Take a picture of you, up in front of the room, with their brand up on the screen. You'll want to text them that picture to showcase that you promoted them. That goes a long way. Next year, you might have a bigger audience, and they might fly in and buy an exhibit booth. That could help you to build that exhibit space.

Is That How You Scale This Up?

Yeah, everything comes full circle. **If someone joins your mastermind, or your coaching community, or whatever you might call it, those people should get a VIP ticket for next year's event.** You want them at your event, and then you're going to do a panel of the people that are in your group, talking about the success that they have had as a member of your group. That, right there, will close half of the audience without you having to do anything.

Listen, if someone provides value, I don't mind them pitching. That's me. Right? But, remember, I'm a promoter. I used to be in the real estate rooms, where they would spend 30 minutes hitting you over the head. If you look at what audiences want, they don't want to be pitched. They want to be shown the results of your community. If you can showcase your results, that will sell more people than any other way that you show value.

Obviously, you are going to show the value and share, but having the results up on stage is the best way. People will say to themselves, "I sat next to that person last year. Wow. Look where

they are now.” That provides more social proof than anything, and you can’t really pay for that because they are real results. You did the work to help that individual or client in your community.

Final Tips

I have a unique perception because I have done so many live events. I have sat down with at least 5,000 people, one-on-one, and I’ve dealt with a lot of speakers, coaches, and consultants. Even though that’s not my niche, I have helped people within that niche, so I know what they do really well. Here’s what I will tell you. Too many people of generalists, and then challenge is, when you are all things to all people, you have trouble really finding your client.

There are one or two case studies of really successful speakers/coaches that I have seen do really well. One was a gentleman that was really good at government contracts. He would do people’s first RFP (Request for Proposal), government contracts, for \$500. That’s really cheap when you think of how much work you have to do to file these things. I asked why he did this, and he said to me, “When I get them in the door,” (because this was his irresistible offer), “and they see how well I work, I wind up landing a coaching client for years.”

This man got so busy that he couldn’t take in anymore business. You would see other consultants start out at the same time he did, and they would still be struggling two years later. Meanwhile, this guy had filled his book because people would say, “You want to work with Gary. He’s the best at X, Y, Z.” So, that’s one thing.

I saw another consultant do something that I thought was amazing. He moved here, and he didn’t have anyone to cater to. No one knew who he was. So, he went to these real estate investment groups, and he said to them, “Look, I work with corporate clients, and I charge them \$350 an hour. I understand that most of you are not there. What I do is kind of like Robin Hood. I take from the corporate clients, and I let their hourly fee subsidize for working with smaller clients.” He said to them, “Pay me what you can afford, and the rest, we’ll put on a ledger. You can pay me when I help you grow your business.”

He knew that some of them wouldn’t be able to, but he believed that he could help them grow. Word of mouth spread, and before he knew it, he was back up to corporate clients at \$350 an hour. That’s because he focused on getting results for people that could afford for his services, and then word of mouth spread, and he went right up the food chain until he had corporate clients again. Then he had one or two smaller clients that he could help. He didn’t let money get in the way, but he didn’t discount his services. He just said, “Pay me what you can afford, and we’ll put the rest on the balance. When you do better, you’ll be able to pay the difference.”

Here’s a phrase that I would really like to share with you. If someone balks at you because of the money, I want you to say to them, “I really know that I can help you with what I offer, and I don’t want to let money stand in the way. How can we make this work?” Sometimes it’s not the

amount of money that bothers people; it's the fact that they need to structure it in payments. So, you aren't necessarily discounting your fee.

If you ask, "How can we make this work for you," you might get a client, and then you can move on. We used to do that by asking, "Okay, if we create a payment plan, would that help you?" They might say yes, and we'd say, "Okay. Great. We will charge a little extra, since it is a pain to have to deal with the payment plan. Is that okay?" They would typically say that was fine.

That objective was met, and we had a new client. So, don't ever let money stand in the way, and have a phrase that diffuses that tension. Some people stop on their buying decision because they let money stand in the way like this. In case you are talking to a potential client one-on-one, that's a great one-line. It works 9 out of 10 times, when you know you have a serious buyer. You use that phrase, and it will diffuse all of the tension, and it also makes them understand that you aren't in it for the money, even though you need to get paid. You are in it for the transformation of your client.

Sometimes they have the money, and it takes this phrase to close them. They might say, "No, you know, I'll pay right now," or, "Yeah, if we could cut that into two payments, that would be great." That's the only answer they could have after that because you aren't going after the money. You are going after the fact that you can help the client.

Connecting with Chris

You can go to ChrisKrimitsos.com, and Google will respell it for you. The main thing, especially if you want to learn live events, is I just launched a podcast to help people do this. It's called the [Conference Cashflow podcast](#). Look it up in iTunes and subscribe to it, and then every week or two, I release an episode with a promoter in which they share how they do what they do.

The one I really recommend is by Michael Stelzner of Social Marketing World. One of the fun facts he shared is that he won't do an event if he doesn't stand to make 45% net. Anyone in business knows that's a tremendous net, especially for a conference. I've been learning a lot by interviewing these individuals, but I really want to share that information with people. So, check that out. ConferenceCashflow.com or the Conference Cashflow podcast, on iTunes.

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[PodfestExpo.com](#)

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As always, go make results happen!