

## **20x20 Equals 400 system set-up.**

Here is both a description AND a Video explaining how I set up my 20x20 Equals 400 ppl. To draw a lot of party patrons to my events.

Link to the video here: <https://www.youtube.com/watch?v=qYq8yRLEENSE>

Below I have written It out for you, so follow these simple, but very practical steps and you can add any number of guests to your parties:

### **HERE ARE THE DETIALS:**

Imagine you are planning an event and are unsure how to get maximum attendance. Allow me to share an EXTREMELY effective strategy I learned from a mentor during my time as an Nightclub event organizer.

My mentor advised me to leverage my network of friends of friends who enjoy socializing and a good party. Here's the approach:

Identify 20 close friends of yours who share similar interests and invite them to a casual gathering either at your home or at a dining venue, such as a restaurant or taco place etc.

Ideally the venue you select has a “sectioned-off area or room” where you can have some privacy from the other guests there.

...ideally you do this on a Friday night as I have found that people are more “susceptible” at this time for the type of invitation you are about to “hit them with”.

Inform them in advance that you will provide food and drinks and request that they all bring their mobile phones along with a list of 20 contacts they know they can immediately reach out to.

During the gathering, announce that everyone will use their phones to call and or text their contacts and invite 20 of them to your upcoming event.

Encourage them also to collect email addresses for future communication and secure a commitment from each contact to attend the event.

This method effectively multiplies your reach, potentially resulting in more than 400 to attended.

Provide details about the event, including the date, location, entertainment, and any other relevant information that would entice them to attend.

### **Need Help Implementing?**

[Book](#) a free Discovery call with me (Alf Marcussen) below and I'll help you get crystal clear on your game plan and strategy for hitting \$5,000-\$10,000/mo. from your parties ASAP

<https://tidycal.com/alfmarcussen/party-promoter-discovery-cal>

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**Another tip:**....Offer your closest friends the opportunity to distribute free tickets to at least 10 of people they invite, while others can pay a nominal fee at the door.

The invited person most likely will bring an additional friend or two... as a matter of fact, you “suggest” that they actually DO bring a friend or two along with them....who goes to a party alone, right?

The key here is to create a vibrant atmosphere by attracting like-minded individuals and get them “**Fired up**” about this upcoming party.

This strategy, known as the “**20 by 20 equals 400**” formula, can be scaled to achieve your desired attendance numbers.

Execute this plan with enthusiasm and dedication, and it will prove to be a rewarding endeavor.

**Bonus Tips:**

You, as the Main Party instigator, make sure that you craft your Perfect Party Pitch in advance... a “**Fun and Exciting Party Message**” with all the EXCITING DETAILS even Add some **FOMO** triggers, then blast it to your top 20 promoters so that they can use the same message to their friends too.

**BOOM - instant message control!**

Watch how fast your party catches fire!"

If you have some digital images of the party flyer itself and or the venue where the party will be at, then for sure include that in the information you send out to your 20 closest party friends.

**YOU GOT THIS!**

Best of luck in your Party event planning efforts....and don't forget, if you have any questions or even ideas that you want to share...do so in my [Skool.com/party](https://www.skool.com/party) community linked to here.

Visit [www.skool.com/party](https://www.skool.com/party) for more information and inspiration as you can connect personally with me there as well as other Like-Minded individuals.

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