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WAYS TO FILL AND PROMOTE YOUR VIRTUAL EVENT

For Service Based Online Entrepreneurs

WITH ANGELA SUNDUST



WELCOME!

First, congratulations on taking the step to download this guide!

That means you are serious about promoting your event and you want to share what you are doing with the world and create a bigger impact!

But no strategies in the world is going to matter until your belief system and your mindset match the millions that you want to make, let me clear this out.

LEAD GENERATION & MARKETING

When it comes to lead generation, I want you to have two things in mind.

The first thing is to always focus on quality. If you try to attract everyone, you will end up with a huge audience but make very little money from it.

I also want to touch on the difference between lead generation and marketing. So lead generation is like a one-time transaction. It's like picking one fruit from a tree. You give something and you get something back. I give you this guide, I get your email address.

Marketing is brand building. This is where you go online and you position yourself on the market, you own a part of the market, you center your business around this and you build a following, an audience that actually makes sense. Marketing is planting and growing the tree you pick your lead generation fruit from and it will give you leads for a very long time.

WHY SO MANY ENTREPRENEURS STRUGGLE WITH LEAD GENERATION

So this guide is about lead generation. It's about how you can market and promote your upcoming event. It can be a webinar, a challenge, a workshop, or a live launch. It's all about you handing out invitations and before we dig into this guide, I want us to look a little bit back before we will look forward.

We have instant access to millions of people. They are everywhere across the globe. From the power of social media right in our phones. It costs us absolutely nothing to connect and engage with our ideal target market.

And the main reason why most people never have success scaling their business online is that they have the wrong mindset around lead generation. Lead generation can be fun, easy, and engaging. Lead generation can be simple. Lead generation can actually be of huge service to your market.

And I'm going to tell you why.

Because when you are presenting an opportunity for your market to come and learn how to solve the number one problem they have or the thing that they are struggling with, you are of service to these people.

Most people don't think about lead generation in this way.

And before we go through the strategies below, I want you to understand that no strategy in the world is going to matter until your belief system and your mindset matches the millions that you want to make.

You need to be ready to align your mindset with the millions of dollars that you want to make in your business.

When you offer your market an opportunity to participate in your event, you are being a service because you are creating a bridge from where they are struggling with a problem to get the result that they want in their business, in their lives, in the relationship, in their health or wealth. Doesn't matter what niche.

The bottom line is that you are being a service when you are offering a solution to people's problems. If you are a business owner, and you are not loud and proud about the way that you help people and invite them to come and get that help, It's like having a party but not inviting any guests.

If you want guests to come to your party, and your party is your event, and if you want people to show up at your party, you need to start by inviting them. It all begins with a mindset and a belief system.

Lead Generation is all about mindset, attitude, and belief. The actions are easy. You have 50 below. It's your mindset that stands in the way of you achieving the outcome that you want. You need to understand that your energy of invitations to your event needs to match the energy of the expectation of your event.

If you want to run six-figure events, then your passion, your focus, your diligence, your discipline, your consistency, and your frequency in extending invitations to your market, has to match the expectations of what you want that event to deliver for you.

I hope that makes sense to you. Because if you are resisting inviting guests to your party, you can't get upset when no one shows up.

So there are millions of people that want and need what you can give, but you need to invite them and by inviting them you are giving them a gift. So when you send an invitation for your event, it is a gift because there is someone that right now struggles with the thing that you teach in your event.

So many times I see entrepreneurs that are in their own heads and they're in their own mindset saying: I don't want to bother people. I sound spammy. I don't want people to get annoyed or frustrated that I'm sharing what I'm doing. How is that of service?

UNDERSTAND THE VALUE OF WHAT YOU ARE DOING

You have to have the mindset of knowing the value of what you are doing, the impact of what you're doing, and the why behind what you are doing. You have to care so deeply about solving this problem in the market, that you are not getting stuck in your own head with not sharing what you are doing because that's making it all about you instead of making it about them.

Your job as a service-based business owner is to lead people through transformation. Your job is to help people gain access to solutions.

Your event is helping people create a breakthrough and is bringing people to a place and space of solutions.

But if your mindset is not focused on that, then you're kind of missing the whole point because as service-based business owners, what we do, It's a gift, and how we help people is leading them through that place.

I hope after reading this you feel different and you are ready to go out there and promote and share your event and invite people to your event. And if you need help with lead generation, the mindset around lead generation or events. On the last page, you'll find my details

I also want to take the opportunity to invite you to my group. Scale With Simplicity!

Angela

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EMAIL YOUR LIST

You own your email list. And you need to grow your list in different ways. Your email list is people that already said yes to you. You need to invite them, more than once. Email marketing is the biggest marketing channel you have and it's yours. You own your email list, you rent or borrow traffic

EXTEND THE INVITATION

When you send out invitations to your event to your network, and they say yes, you extend the invitation one more step and ask them to bring a friend. When they signed up, they get an email and in that email, you ask them to bring a friend. Even for people that say no to your invitation, you can ask them to share if they know someone that would love to join.

INVITE YOUR EXISTING NETWORK

Everyone in your network is there for a reason. They love your content, they are your fans and followers. You send them a personal invitation. I'm not talking about cold dm random strangers, I'm talking about your existing network, your friends, followers, and group members. Out of every 6 invitations you send out, you will get a yes.

CONTENT INVITATIONS

Create short invitations where you talk about your event and invite them to join. Talk about the outcome, the result, the struggles, fears, and frustrations you will remove, and the problem you will solve, and then you invite them to join. Use short videos, posts, text, and digital designs, and keep it short. Microcontent and post across platforms, in every format on that platform

CONTENT MARKETING

In your ordinary content you use the call to action to your event. Think about the hook! What makes them stop scroll? You can use this in your value content, your inspirational content and in your content where you share your opinions, beliefs and convictions. Create content that is relevant to your event and build up a desire to join.

FACEBOOK EVENTS

Create a Facebook event and invite your friends and followers. You can create an event on your profile, page, in your group, and in other people's groups. Then when they clicked going, remember, they need to register so you send everyone a dm saying, welcome, don't forget to register and secure your spot. That is your job to follow up.

LINKEDIN EVENTS

LinkedIn events are amazing! You create an event and you invite your connections. You will then see who responded and when they do, you send them a message and congratulate them for wanting to join and share your link to register. It's your job to follow up and make sure they take the step to register.

OPTIMIZE YOUR SOCIAL MEDIA PROFILES

Your social media profiles should always be optimized. People should know exactly what you do, whom you help and how to get in contact with you when entering your profiles. When you run an event, you update all profiles and add the link to your event, a header, or a cover about your event with descriptions and links.

YOUR FACEBOOK GROUP

Start and grow your own Facebook Group with your targeted audience. Keep the group engaged with amazing content, and weekly live, networking events, ask them to share and speak about themselves and encourage your members to take action. Then you invite them to your event and you can also host replays in your group,

JOIN OTHER GROUPS

Join groups with your targeted audience. Think about how can I add value to these people and engage with them. Add value, answer questions, search for your keywords, comment, and join conversations. You will then get plenty of opportunities to invite people to your event, add them and connect with them outside of the group.

PROMOTE IN OTHER GROUPS

There are groups that allow promotion special days in the week or have paid membership for promotion. You can look around for groups with high engagement and that have your targeted audience. Read their promotion opportunities and use them. Do not go in and promote if not allowed, it says a lot about you as an entrepreneur if you respect rules or not.

SOCIAL PROOF

Use testimonials, old comments, dm's, past images, etc where people left comments or testimonials about your event. Reuse and recycle in digital designs, and stories, on your landing page, in your text, and in your content. Always screenshot and if you want to use their names and pictures, ask for permission before.

WEEKLY LIVE

You should have a weekly live where you show up for your audience consistently and add value, sharing stories and your convictions. During your promotion time before your event, you have a call to action to sign up and join your event. Weekly live works as a tv series and in the beginning, you might not have many viewers, but don't give up!

LEAD MAGNET

Create a lead magnet, something people really want that is relevant to your upcoming event. Something that will help them accelerate the result, and help them remove a struggle, frustration, or fears. Give it as a gift when they register for your event. Remember, it should be easy and quick to consume and accelerate their success.

NETWORKING EVENTS

A lot of communities organize different kinds of networking events. Both online and offline. You can sign up where you see the audience is your targeted audience. Search for networking events in Facebook groups and LinkedIn. Also, google and use Eventbrite and different communities that promote or organize networking events.

SPEAK AT OTHER EVENTS

There are many ways to find opportunities to speak at other events. It can be summits, podcasts, speaking events in groups, and other stages. Apply for opportunities that target your audience. If you use signature events and no dead links, it does not matter if the podcast stays for years, it will still generate leads for you.

BOOK SPEAKING GIGS

Search for different speaking gigs on Google and social media. Some are paid and some are free. There is no better way to be in front of new people than speak on other stages. You can search for speaking opportunities offline and online. If it's paid events, check how big of an audience they have, who they are and what other speakers that will be there.

SPEAKING COLLABS

This is an amazing opportunity. Do a list of people that have the same audience as you but serve them in a different way. Reach out and ask if they want to do something together or borrow from each other's audiences. Go live together, run a workshop, you can go live in their community and they go live in yours.

EMAIL MARKETING COLLABS

As above. Do a list of people that have the same audience as you, but serve them in a different way. Ask them if they want to collab with emails. They send an email to their list about your event and you send an email to your list about something they want to promote. Having an email list is the most powerful marketing tool you can have so start building yours now.

CALL YOUR LIST

You or have a salesperson or someone in your team call your list. If you also build your phone list at the same time as your email list you will soon have a powerful phone list to market to. Remember, not all of your list read all their emails. Calling them and building a personal connection is really powerful and you can then invite them to our event.

TEXT MESSAGE YOUR LIST

As above. Build your phone number list at the same time you build your email list. Send automated text messages with your upcoming event and invite them. Important, don't overuse this strategy and bomb them with texts. Use it with respect. This is also a great way to send reminder for the people that did sign up to your event.

RUN A COMPETITION

Encourage people to take some sort of action to enter a competition. You can give away, for example, free VIP tickets, an Amazon gift card, a digital product, a free call, or something of your choice. Don't break rules for competitions on the platform you run this on but there are many ways to create fun competitions

RUN A TAG ME GIVEAWAY

During your event, you can ask people to take a screenshot and share it on social media, and tag you. You can also ask them to record a short reel or story and share their experience and tag you. Everyone who tags you is up for a gift or enters a competition. Remember, you need to ask. If you don't ask, you can't get it. It's your job to ask them to share.

BEHIND THE SCEN CONTENT

Behind the scene content are an amazing way to create excitement and buzz for your event. You can share behind the scene stuff, like you creating the workbook, setting up for your event, picking your clothes, designing the slides, or anything that creates curiosity about your event and get people to want to join.

AMBASSADORS

In the beginning, your ambassadors can be your friends and family. But when you start to grow you can set up an opportunity to be an ambassador, especially if you host paid events. Getting 3-5 ambassadors to sell your tickets is a great way to increase your sales. Offering an ambassador commission can multiply your sales really quickly.

REFFERALS

As soon as you have one client, you should set up a referral system. You can even do it if you have zero clients. You either create personal links or a referral code they can share when inviting people. You can also ask them to type the name of the referral when they register. You then offer a commission if their referrals become clients.

BLOG POSTS

You can start a blog and reuse your weekly newsletter for a weekly blog post. In the blog posts during your promotion time for your event you write about your upcoming event, take them behind the scene, show them what is going to happen, and then you invite them to join. Even if you are not a blogger, reuse a weekly newsletter can easily be your blog.

LINKEDIN NEWSLETTER

The LinkedIn newsletter is amazing and something you should look into. You can as above, reuse and rewrite your email newsletter and during your promotion time for your event, you specifically talk about the struggles, frustrations, and problems you are solving or removing and the result they want or what you will teach and then you hand out an invitation.

INVITE PAST ATTENDEES

Your past attendees are your biggest fans, they know the value you bring! Do a list and reach out to them on social media and see if they are willing to help and promote your event. You can tell them about your referral system and remind them of the value you provide for your audience. Give them access to promotion material or links.

HOST PRE-EVENT TRAINING

By hosting pre-event training you can easily create excitement and urgency to join your event. Give them a little of the spice and leave them wanting more but still leave them with value. You can run a 30-minute small pre-training and design homework they will need to show at your event when they register. This also increases the show-up rate.

PARTNER UP

Joint venture and partner up with other businesses or entrepreneurs. A partnership can be used to partner in marketing, collaborations, referrals, and other ways to target bigger audiences. You want to look for businesses or entrepreneurs that have the same audience as you and that would benefit from partnering up with you as well.

CREATE URGENCY

FOMO, the fear of missing out is huge. This is something you can use to get people to take action and sign up. Creating a sense of urgency can increase engagement for your event. Using a simple and clear call to action that demands urgent action or they will miss out on something that speaks to the emotions of the reader so they can grab their spot and not miss out on this.

RUN ADS

Running ads for your event is a great way to get in front of more people. You want to have an experienced person or agency running your ads so you always will have ads that target the right people and gives you a great cost per conversion. You can also run retarget ads and expand to all kinds of platforms. But as mentioned, use people that know what they are doing.

VIP TICKETS

Create VIP tickets where people get extra access to you. Where you give them a premium experience of your event. Shortcut whatever you can shortcut for them and accelerate their result. This is not about throwing in a bunch of stuff. Really think, what can you add that would give them a great premium VIP experience?

CREATE A POLL

Create a poll in your community around something tangible. Let people vote. When they voted you connect with them and thank them for participating in your poll and invite them to your event. Make the poll around what you are teaching, the struggles and fears you are removing or the outcome you are helping them get access to.

DONATE

When you run paid event you can start a donation to a charity you care about. Donate x amount for every sold ticket. This is a great way to increase sales and at the same time raise money for your charity of choice. This can also be done on free events and you donate an amount for everyone that joins and for everyone that invites someone.

BONUSES

Bonuses are a great way to get people to want to join. You can create a bonus that is time sensitive so they need to take action now. If you run paid events you can give tickets to a mini course or workshop. In free events, you can give a free mini course, free training, or a guide of some kind. Something tangible.

WAITING LIST

Create a waiting list for your event. This does not only create excitement, it also create urgency and it means something for people that made it to the waiting list. Design an opt-in form on your page and let people sign up on the waiting list. You can add a gift to everyone that signed up. A free recourse or something.

HOST INTERVIEWS

Host short interviews in your network with clients, and previous clients and you can also interview old attendees that did not become clients. You can talk about your subject and how they loved or love working with you and why. Let them be your social proof. This also highlights your clients and generate some spotlight. This is a win-win.

ANNOUNCE WHO IS ATTENDING

This is a great way to create the excitement, that I want to be there as well. The fear of missing something others are attending is huge. You can announce names but also numbers. How many are attending, who are these people, why did they join, and combine it with asking them to share as well. Congratulate them for taking action.

BOOST YOUR AUTHORITY

This is a great way to increase both sign-ups but also your own authority. Whom do you know that you have been in contact with that you could invite? Maybe for a small interview for the people that have signed up? An authority figure that people want to see and hear. This draws attention but gives you great social proof as well.

FREE EVENTS TO FILL PAID EVENTS

You can host a free small event and sell tickets to your paid event. For example, you can host a masterclass on one of the topics you are going to talk about in your paid event. In that masterclass, you sell tickets to your paid event. This helps you build your email list and your revenue. It will also help you be in front of more people.

MAXIMIZE THE PLATFORM

Whatever platform you are on, you need to use it to its fullest. Can you do polls? Do polls. Can you do a video? Do video. Can you go live? Go live. Can you do reels, text, pictures, and stories? You need to master wherever platform you are on every single day during your lead generation timeframe. Reuse a live as a video, as a reel, and as a story.

EVENTBRITE

Eventbrite is a free platform where you can post your event. You can set up a registration page using Eventbrite and use keywords so your event reaches more people.. Search for keywords from similar events, what keywords do your trailblazers use? The more clean and specific your keywords are, the better.

SEND A PRESS RELEASE

This is a really great way to build credibility as well. You can search Google for how to write a press release and then you search for pages you want to target. Get straight to the point in your press release and include your contact info, location, call to action, authorities, special guests, and other things that boost the credibility of your event.

INVITE GUEST SPEAKERS

Guest speakers increase the value and credibility and it also gives you a bigger reach. You invite them to speak at your event and you use it as a lead magnet. You can also get the chance to promote to the guest speakers' audience in email, group, and social media. Don't be afraid to ask. A lot of experts would love to support you and be there.

COLD EMAIL CAMPAIGN

Ok, this is a more hard-core strategy. You might have an email list that is cold or someone else's email list. In a cold email campaign, it's important to build up a relationship before inviting them to anything. This is a more long-term strategy and you might want to take help from a marketing agency to run your campaign.

INFLUENCERS

Yes, you can use influencers. This will cost you but a lot of entrepreneurs use it. You want to make sure they have the right audience and it's not always about the size of the audience, it's about the quality of that audience. Check TikTok and Instagram for influencers that rent out their audience and that can share your event to their audience.

POST YOUR EVENT ON INDUSTRY WEBSITES

Look up websites in your industry and see if they have calendars you can add your event to. There are pages that do only this as well and allow you to post for free and get a VIP position if you pay. It can also be a website you come across that target your audience and you can reach out and ask if they have any opportunity to place your event on their page

USE DIRECT MESSAGE

Ok, the "scariest" strategy but it needs to be done and it's easy, outbound messaging. But there is a big difference between cold dm people than it is to send dm to your existing audience. Remember what we talked about at the beginning of this guide. Your job is to hand out invitations which include sending invites in dm to your audience. Invite them. Don't stand in your own way.

THANKS!

Thanks so much for downloading my guide and I hope you got some new ideas on how you can promote and get more people to join your events.

I have done over 350 speaking gigs and we have hosted 150+ webinars and over 100 workshops, challenges, and live launches.

I started in another niche. I started in health and wellness and I was sold an idea, a dream, and a wish of these evergreen sales by people that did not do evergreen sales to close those sales.

I was drawn to very tactical things and I built my fitness app, had funnels, vsl, and recorded webinars and quizzes. What I did not have was a strong connection with my audience. All the tech worked as a wall between me and my audience, it was complicated and it was almost costing me more money than I was making.

I joined a challenge and that was the first time I was in a 5-day challenge. I took inspiration and I run my own challenge. It did not work because I did not know what I was doing, but it was the breaking point for me. I now understood what was missing and that there was a simpler way.

I removed my app and all my tech, I invested in a webinar expert and a challenge expert and I turned events into my main lead generation and sales machine.

I then pivoted into wanting to help others simplify their business and the way they sell their offers.

That is what I still do today, three years and hundreds of events later.

We now help our clients design and launch their converting events that not only close clients but also help them stand out.

Events are a great way to build authority and be the expert on a topic, owning that topic. Positioning on the market is really important and running events is going to help you with that.

If you look at all the huge experts out there, they run events in some way.
Events are the simplest way on the planet to scale a business.

But it's important to choose the right event that works best for you and your audience and events are not just thrown together.

I want to help you create highly profitable events and build authority, stand out and increase visibility. I want you to go from one in a million to the category of one.

Below you see all the ways to contact me and how to join our community.

Angela Sundust

Angela Sundust
Virtual Event Sales Expert



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