

ORGANIZING YOUR PERFECT PREVIEW EVENT

THE FASTEST WAY TO GROW YOUR
EXPERT BUSINESS.



KEN COURSE -
YOUR MOMENTUM NOW





HOW TO USE THIS ORGANIZER

THIS IS DESIGNED TO HELP YOU ORGANIZE YOUR FIRST PREVIEW EVENT OR PRESENTATION.

This will likely be one of the first events where your future clients experience you, what you have to offer, and how they'll work with you in the future.

For a “fulfillment workshop,” or your longer training programs, you'll want to follow up with us at exploremomentum.com for tools and research.

The order of these items is important. This is based off a proven model for preview events used in an 8-figure speaking company with great success. The more you deviate from the model, the more likely it is that you don't have the same influence or results.

- Event Introduction (logistics, introduce speaker, handle any issues with the room or the attendees that aren't related to the training).
- The Promise of the Event
- Introducing Your Offer or Hinting at the Next Step
- Why You are Passionate about the Attendee and Their Results
- Your Story and Why the Attendee Should Listen to You
- Core Content (breakdown below)
- State the point, give an example, share a story/emotional example, reinforce the point.
- Overview of the Core Content
- Why the Attendee Needs to Take Action on this Material
- The Emotional Reason they Need to Take Action
- What Happens if the Attendee DOESN'T Take Action on this Material
- How Your Next Step Solves Their Larger Problem
- Your “Close Stack”
- Share the outcome of each component.
- Provide a value for each component.
- Build value for each component of your next step or offer.
- Share how each component has helped someone in the past (example).
- Share the Total Retail Value of Each Component
- Introduce Your Package Price/Value
- How Do they Take Action?
- What's the WORST that could happen if they take action?
- What's the BEST that could happen if they take action?
- Reinforce the Package
- Enroll/Sell





STEP 1. PLANNING YOUR EVENT

What is the name of your event? Keep in mind, your name should directly address a problem that your perfect attendee currently has, will have, or is experiencing in their life or business.

Who is the **perfect attendee** for this event? Describe them in as much detail as you can.



What does your perfect attendee want most from coming to this event?

What is the **attendee’s next step** after attending this event? (i.e. your offer from this event).



SOME RECOMMENDATIONS OF THINGS TO PREPARE BEFORE YOUR EVENT:

The more prepared you are when coming into your event, the higher the likelihood of being able to focus on what matters most:

Connecting to your audience and growing your business.

The logistics pieces are critical touches that will make it easier once your event is actually in session.

- Your event registration or attendee goal.
- Any on-site help or support for your event.
- **Order forms or sales materials.**
- Physical products or materials to bring to support your sales.
- Food and beverage needs.
- Technology or Audio Visual Needs including microphones, projectors, screens, audio from your phone or computer.
- Your event agenda. Are you the only speaker or will there be multiple speakers? Who goes in what order?
- An event emcee or host.
- The set up of your event room. Do you want chairs? Tables? Desks? Standing room?
- The set up of your stage.
- Any flyers, products, or material that you want to bring into the event.
- Your Powerpoint, presentation materials, or speaking notes (you can use the steps below to create it).
- Your event reminder process - how will you make sure that people are confirmed for the event and reminded to actually attend the event.





STEP 2. EVENT KICKOFF

Is there an event facilitator/emcee? If so, who are they and how will they introduce you?

What is the PROMISE that you are making to each of your attendees to kick off the event? This can be reinforcing your event title, or can start with By the time you leave you will...



How will you embed or introduce the offer within the first minute of the event? Some examples:

- This is the first step to your [desired outcome]...
- As you continue to work with me on your [desired outcome]...
- When you attend my [next program/event] to continue working on your [desired outcome]...

Why are they listening to you talk about this topic? What makes you the expert?

During this section, it's important to focus on RESULTS. You help people get a desired outcome. Don't go into your story yet.



Why are you PERSONALLY passionate about this outcome for your attendees? Remember, your story and any examples you provide have to link back to the attendee. The stories should be relatable and you should consistently “check in” with your audience to make sure the stories are landing and making sense.





STEP 3. CORE CONTENT

What are the key takeaways that each attendee should get from this event/presentation?

- For a 30 minute event, you should focus on no more than **3 key points**.
- For a 60 minute event, you should focus on no more than **5 key points**.
- For a 90 minute event, you should focus on no more than **8 key points**, but it is better to stick to 5 key points and deepen the learning through interaction, stories, or examples.



Deep Dive: Key Point 1 – *for each key point, you'll want to provide the following in this order:*

- State the key point – emphasizing why it's important to the attendee.
- Give a **teaching example** about how they put the key point into the action.
- Tell a story or give an **emotional example** of how you or others have put the key point into action.
- “Check-in” for understanding or interactivity to assure the point has been understood.
- Restate and reinforce the key point.



Deep Dive: Key Point 2 – *for each key point, you'll want to provide the following in this order:*

- State the key point – emphasizing why it's important to the attendee.
- Give a **teaching example** about how they put the key point into the action.
- Tell a story or give an **emotional example** of how you or others have put the key point into action.
- “Check-in” for understanding or interactivity to assure the point has been understood.
- Restate and reinforce the key point.



Deep Dive: Key Point 3 – *for each key point, you'll want to provide the following in this order:*

- State the key point – emphasizing why it's important to the attendee.
- Give a **teaching example** about how they put the key point into the action.
- Tell a story or give an **emotional example** of how you or others have put the key point into action.
- “Check-in” for understanding or interactivity to assure the point has been understood.
- Restate and reinforce the key point.



Additional Key Points – *for each key point, you'll want to provide the following in this order:*

- State the key point – emphasizing why it's important to the attendee.
- Give a **teaching example** about how they put the key point into the action.
- Tell a story or give an **emotional example** of how you or others have put the key point into action.
- “Check-in” for understanding or interactivity to assure the point has been understood.
- Restate and reinforce the key point.



GREATEST NEEDS...LEAST RESOURCES

- OUTREACH IS BASICALLY MARKETING WITHOUT A BUDGET.
- STILL NEED PROMISE AND PROOF OF CONCEPT



STEP 4.
THE "PRE-CLOSE"

What is the **practical/logical reason** that someone needs to act on this content?

What is the **emotional/consequential reason** that someone needs to act on this content?



What happens if the attendee **does nothing** with this information or keeps doing what they were already doing anyway?





STEP 5.
THE CLOSE

What are the **specific components** of your next step program?
Include EVERY DETAIL about them including training, coaching, time, resources, documents, downloads, technology, groups, or any other specific components included in this offer. **BE AS SPECIFIC AS POSSIBLE HERE.**



What are the **outcomes** associated with each one of these components? Why do they exist? How do they make the attendee’s life easier?



What is the **VALUE** associated with each one of these components? If you were to break apart your next step/package – what would each of these cost individually?

What is the **TOTAL VALUE** when you add up the value of each of these components?



What is the **PACKAGE PRICE** you are offering? How much of a discount is it from the total value listed above?

How does **this package** solve the problems or issues raised in your pre-close (section 4).



What is the promised result when they take this next step/buy this package?

What are some of the experiences or testimonials **previous customers** have had when using this package or working with you? *If you haven't sold this package before, focus on how you've worked with others in this way to get your testimonials.*



What is the MINIMUM someone could get out of taking this next step? *If they only got ONE outcome, the minimum possible outcome, what would they get?*

What is the MAXIMUM someone could get out of taking this next step? *If they only got ONE outcome, the minimum possible outcome, what would they get?*



How long is this offer available? How long do they have to take action?

How will you have them take action?





STEP 6. FOLLOW-UP

AS YOU CAN SEE, THERE'S A LOT TO CONSIDER!

You might find that many of these questions are hard to answer...

What if you're missing certain pieces?

What if you're not sure what you need for the event?

What if you just need someone to help you work out your process?

What if it's a different type of event than just your own personal preview?

WE'RE HERE TO HELP!

Your Momentum Now is a community of speakers, experts, trainers, and creators just like you.

This is what we do every single day - at live events, on webinars, during virtual summits, interviews, and in products or programs.

So how do you start?

Visit yourmomentumnow.com and join our community - or request individual help to complete this organizer and get on your way to turning **your mouth into money.**

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