

**SPEAKERS**  
ALCHEMY NETWORK

# 14 Insanely Effective Strategies for Filling Events & Webinars



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## **Discover How to Elevate Your Authority, Expand Your Community & Exponentially Increase Your Revenue and Your Impact.**

As a visionary entrepreneur, you understand the transformative power of bringing people together.

Just look at the music industry and the impact Taylor Swift has made by utilising live concerts and storytelling through music as key marketing strategies.

It's not just about filling seats—it's about creating a movement, sharing your message and making deep, lasting connections that uplift and inspire.

Whether you're working with a modest budget or ready to scale up, these curated strategies are your blueprint for crafting events that gather audiences and create legions of loyal fans.

So how do you attract your perfect audience without breaking the bank?

Ready to embark on this journey of growth and success? Let's dive in and unlock the floodgates to your event success.

**The Golden Rule?** Test, Tweak, Triumph! The path to your event's success is paved with ongoing optimisation and innovation. And remember to plan your event early, at least 3 to 6 months before it commences. Just select programs to provide low, medium and high-priced offers for the event.

## 14 Tried and Tested Ways To Fill Your Events and Webinars

- 1. Harness Social Media's Power:** Instagram's visual feast brings your event to life. Share snapshots of past successes, the excitement of the present, and the vision of future events. Let each image be an invitation to a journey of growth and discovery. Leverage platforms like Instagram, Facebook, and TikTok to share engaging videos, soundbites, and testimonials that showcase the transformative experiences past participants have enjoyed. If you haven't yet run an event, post captivating soundbites and videos of what people can expect to experience when they attend your event. This visual and auditory storytelling creates a magnetic attraction.
- 2. Fuel Growth with Referrals:** Implement a referral program that rewards your most enthusiastic supporters for spreading the word. Offering commissions or exclusive perks turns your attendees into passionate advocates.
- 3. Achieve Omnipresence:** After your price reveal, you may want to justify the price. One option is to contrast it with the value that your program can provide to the buyer.
- 4. Amplify Your Voice Through Podcasts:** Either by hosting your own or guesting on others', podcasts allow you to delve deeper into your event's themes, connecting with listeners on a personal level and inviting them to experience more at your event.
- 5. Engage in Strategic Alliances:** After your price reveal, you may want to justify the price. One option is to contrast it with the value that your program can provide to the buyer.
- 6. Leverage Paid Advertising:** Smartly targeted paid ads on Facebook, YouTube, TikTok, and Google can cut through the noise, directly reaching those most likely to be moved by your event's promise.
- 7. Nurture Your Email List:** Your email list is a treasure trove of potential attendees. Regular, value-packed communications mixed with exclusive offers keep your community engaged and ready to leap at your event invitations. This is the number 1 strategy we used to fill our events.

- 8. Host Free LinkedIn Webinars:** Utilise your connections on LinkedIn by setting up an event and inviting them to a webinar at no cost, making it easy to showcase your expertise and extend invitations to thousands with a click.
- 9. Speak on Other Stages:** There's a unique power in connecting with an audience from another's stage. The warmth and trust they have with the host transfer to you, easing the path to sales of your product. The endorsement the speaker provides can lead to a flood of new warm leads and sales.
- 10. Early Bird and VIP Incentives:** Create urgency and exclusivity with tiered pricing and special VIP offers. This encourages early sign-ups and also elevates the overall event experience for those who take action.
- 11. Call:** Follow up your email campaigns with a personal call which is a potent reminder of the human touch in our digital age. It's your opportunity to address hesitations, personalise invitations, and transform interest into commitment, one conversation at a time.
- 12. Send Snail Mail to Cut Through:** In a world where digital dominates, a beautifully crafted, personal letter can create a memorable touchpoint. It's your secret weapon to cut through the digital clutter, making your invite not just seen, but felt. Concerned about your budget? Send a postcard-size mailer at off-peak times to save on postage.
- 13. Create a Facebook Group and Cultivate Your Community:** A Facebook group is more than a platform; it's a circle of empowerment, support, and shared growth. It's where you nurture relationships, share insights, and create a loyal tribe eager to attend your transformative events.

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- 14. Offer your Book as a Lead Generator:** Maximise event attendance by leveraging your book as a strategic asset. Offer it for free (plus shipping) to both you and your strategic partners' communities and as a complimentary bonus for paid event attendees.

This approach enhances the event's perceived value, making it an irresistible proposition.

Coordinate with partners for broader reach and streamline logistics for a seamless experience. This strategy boosts event sign-ups and can also expand your influence and engagement effectively.

### **Ready to shatter records and host events that become the talk of the town?**

Seize these strategies, craft your master plan, and watch as your events transform into sell-out sensations.

And if you're thirsting for even more wisdom and would like to learn from a network of veterans of producing events contact to ask about the Speakers Alchemy Network or [join up for a month of FREE membership to fast-track your event success.](#)

## About Karen Corban

Karen, an award-winning entrepreneur with a heart for transformative growth, embarked on her journey by founding Universal Stars in 1993.

Driven by a passion to ignite change through the neurosciences, Karen, alongside her partner Ken, dedicates herself to enriching lives through education, focusing primarily on the power of live online and offline events.



Together, they bring a treasure trove of experience - 32 years of crafting unforgettable experiences across the globe. From the meticulous planning stages to the electric energy of live interactions, their expertise spans every facet of hosting educational events. This includes marketing, speaking, sales, and the seamless orchestration of events ranging from intimate workshops to grand seminars, touching lives in 7 countries.

Their journey has seen the successful hosting of 1,208 events and the representation of 110 leading voices in the industry.

Serving high calibre speakers, coaches, consultants, and high in their latest venture, the Speakers Alchemy Network, Karen and Ken have created a sanctuary for learning and collaboration.

This exclusive high network serves as a melting pot of ideas, strategies, and success stories, and new perspectives all shared within a supportive online mastermind group.

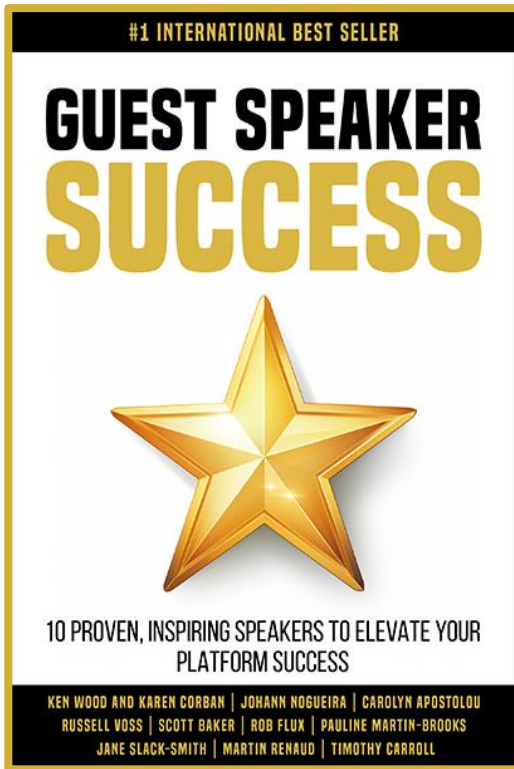
Here, selected speakers, coaches, and authors unite to explore “What’s Working Now,” in live and online events fostering growth through strategic alliances, collaboration to grow your business and peer mentoring.

For attendees of the “Level Up Conference,” Karen and Ken are delighted to offer a 30-day complimentary membership to the Speakers Alchemy Network, to empower and inspire you even further.

To embark on this journey of continued growth and collaboration, claim your free 30-day membership here: <https://speakersalchemynetwork.com/30daysfree/>

Discover more about how the Speakers Alchemy Network can elevate your impact:

[Visit our website.](#)



The international-selling book, **Guest Speaker Success**, is a collaboration of 10 co-authors from the Speakers Alchemy Network.

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