

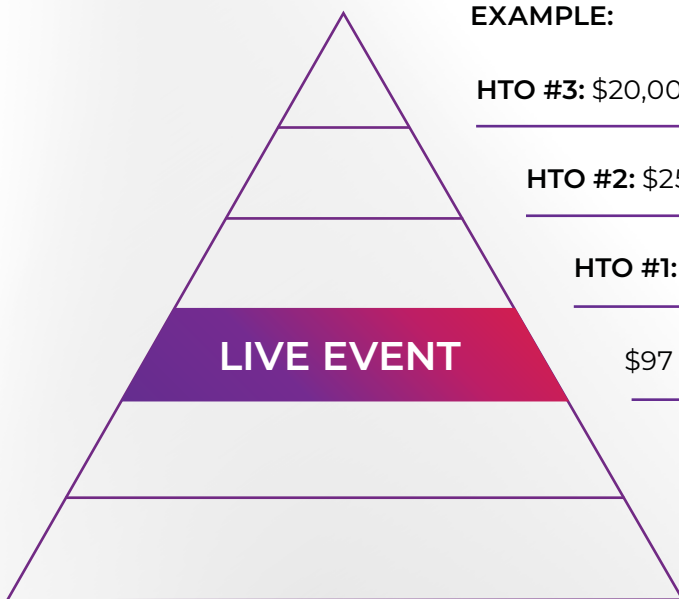
BARI BAUMGARDNER

# LEVERAGING EVENTS

## FOR IMPACT AND INCOME

### A PROVEN PATH TO PROFIT

Design your business plan to naturally lead your right-fit client to your high-ticket offer.



#### EXAMPLE:

**HTO #3:** \$20,000 Private VIP Day

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**HTO #2:** \$25,000 Mastermind

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**HTO #1:** \$15,000 Group Coaching

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\$97 with \$197 VIP Upgrades

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**LTO:** \$1,997 8-week Course

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**FREE:** Social Media, Podcast, Launches, Challenges

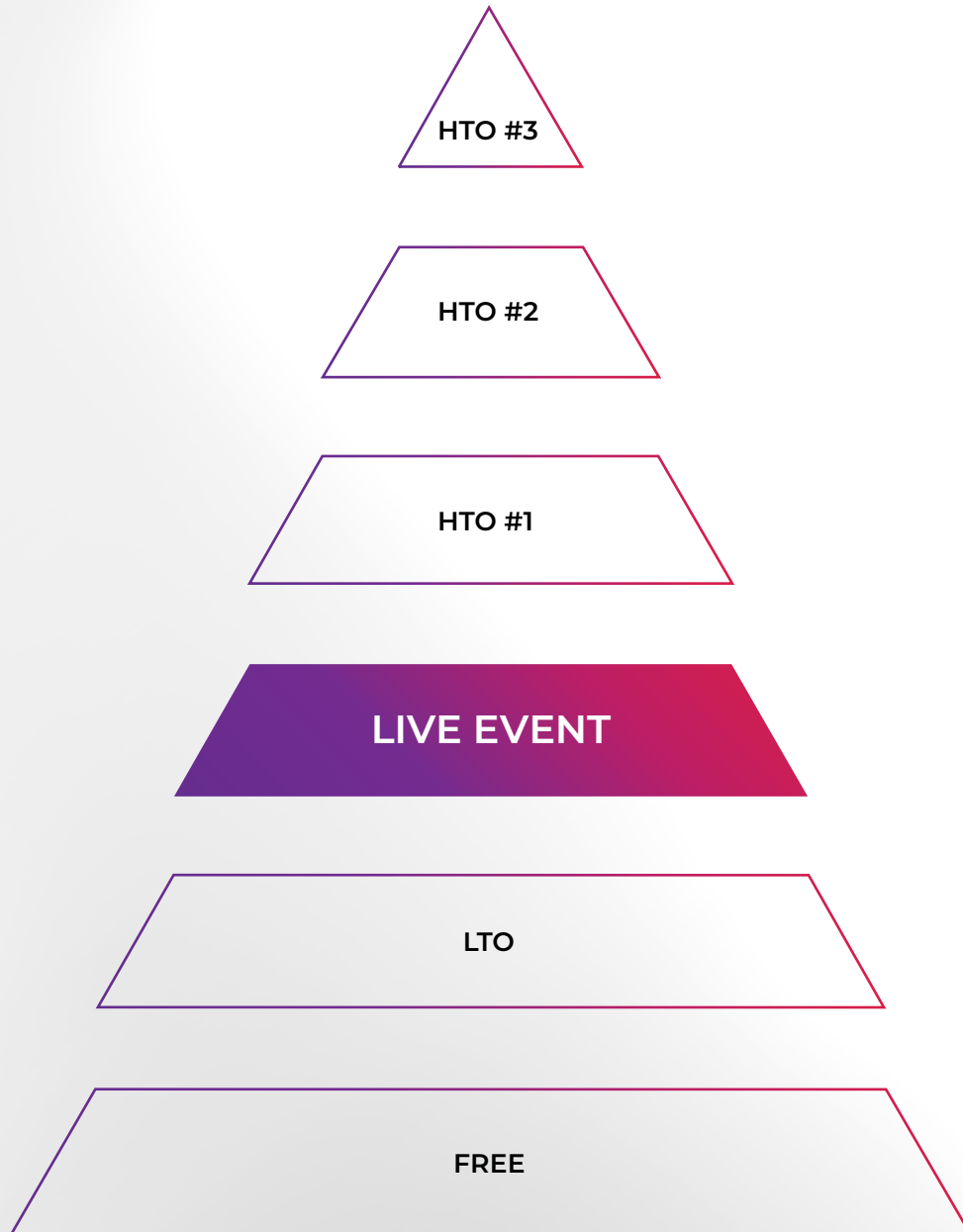
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#### REMEMBER:

- Give your knowledge and content **GENEROUSLY** at each layer. Keep your clients saying "This is great, I want **MORE!**"
- Each layer doesn't necessarily need new content. You can dive deeper and expand on your ideas as clients make their way up the pyramid.



**BUILD YOUR PROVEN PATH TO PROFIT**



## ALL ROADS LEAD TO YOUR HIGH-TICKET OFFER (HTO)

You **DO NOT** need more than six deliverables for an effective high-ticket offer. Here are some options options to choose from:

### Quarterly events

- Retreat
- Mastermind
- Workshop
- Implementation Day

### Monthly check-ins

- Hot Seats/Laser Coaching
- Group Coaching
- Q&A Calls

### Daily interactions

- Facebook Group

Check out this sample HTO for a business focused on health, wealth, and happiness:

<b>1. Health:</b> 2-Day Implementation Retreat	<b>4. Monthly:</b> Hot Seats (Group Coaching)
<b>2. Wealth:</b> 2-Day Implementation Retreat	<b>5. Monthly:</b> Q&A Calls (Group Coaching)
<b>3. Happiness:</b> 2-Day Implementation Retreat	<b>6. Daily:</b> Facebook Group



## BUILD YOUR HIGH-TICKET OFFER

Theme: \_\_\_\_\_

1.	4.
2.	5.
3.	6.

### Ask GG!

**Make your HTO just right for you and your target audience.** GG, your Mastermind.com AI assistant, can help. Edit the text in brackets and paste the following prompt into a conversation with GG:



"I am a [coach] who [helps adults with dyslexia to write and publish their first book in less than a year]. I'm making a high-ticket offer that could include [quarterly retreats, monthly Q&A sessions, monthly group coaching sessions, Q&A calls, implementation workshops, email access to me, and an online forum]. Can you generate a package for my high-ticket offer that includes up to six of these items? The program will last for [12 months] and will be capped at [100 people]."

Did you know? Once GG helps you develop a high-ticket offer, you can even ask for help with pricing.



## THE 3X3 FORMULA FOR HIGH-CONVERTING EVENTS

DAY 1	DAY 2	DAY 3
<p><b>CONTENT</b></p> <p>Give generously, and make it worth their time and money.</p>	<p><b>PAIN</b></p> <p>This is the <b>PROBLEM</b> your attendees have.</p>	<p><b>DECISION</b></p> <p>Whether they buy or not, they will want to do something differently.</p>
<p><b>CONNECTION</b></p> <p>To you, to the community, to themselves, and to what's possible.</p>	<p><b>SOLUTION</b></p> <p>This is the <b>ANSWER</b> you have for them.</p>	<p><b>COMMITMENT</b></p> <p>Whether they buy or not, they will pick a time to start.</p>
<p><b>COMMUNITY</b></p> <p>The chance to find like-minded people can be a gratifying experience.</p>	<p><b>INVITATION</b></p> <p>To access, to more knowledge to the next-level experience, <b>to your HTO.</b></p>	<p><b>CELEBRATION</b></p> <p>Whether they buy or not, they will want to celebrate all they have learned.</p>

Answer these questions as you plan your event.

- What **CONTENT** do you plan to discuss in your event? Is it new or based on your previous offerings (course, launch, etc.)?



- How will you foster **CONNECTION** and **COMMUNITY** at your event?

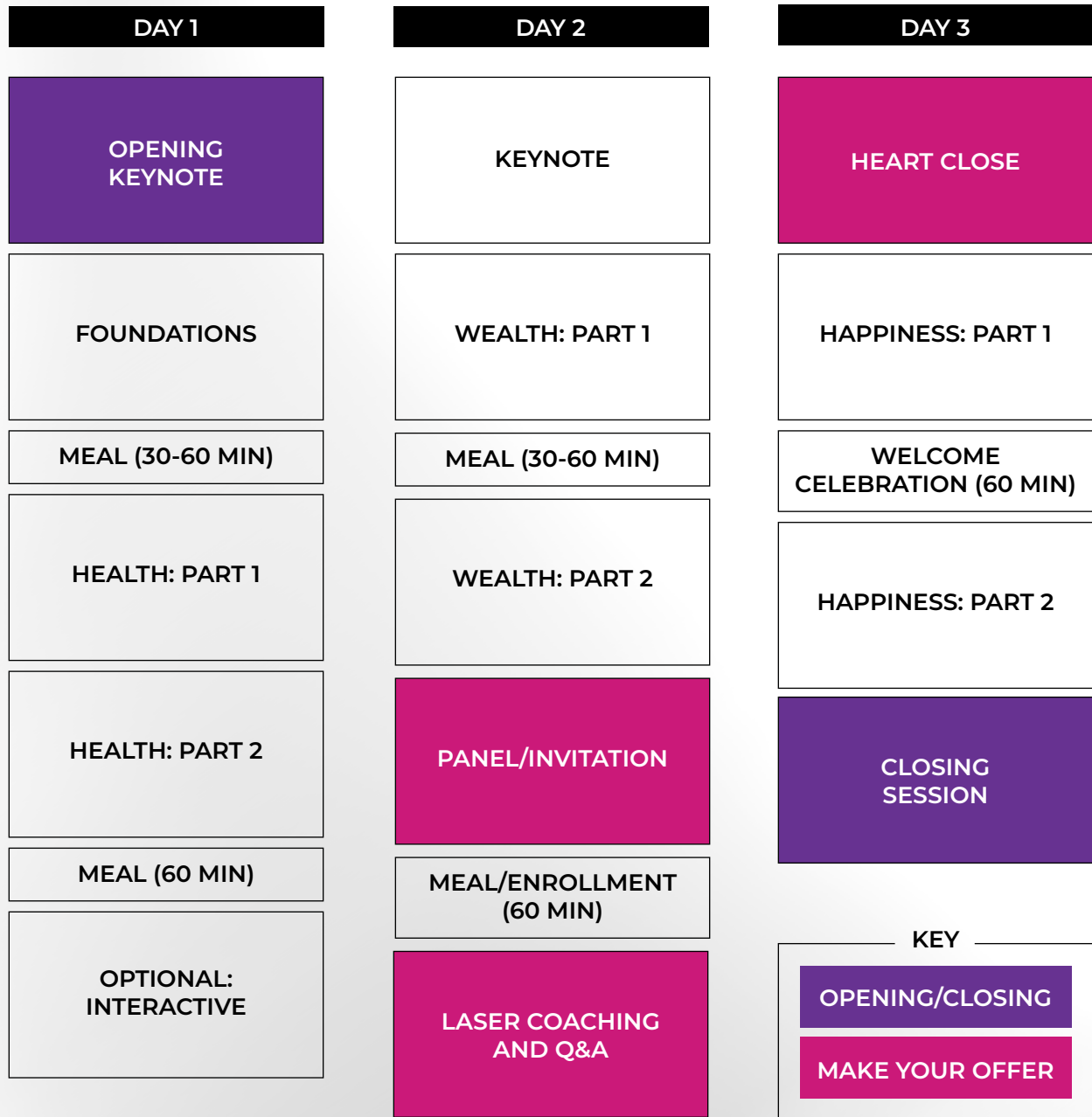
- What is the **PAIN** your attendees have?

- How is your high-ticket offer going to give a **SOLUTION** to that pain?



### 3-DAY EVENT BLUEPRINT

Now that you've identified your content and your HTO, you're ready to outline your event. Check out this sample for an event focused on health, wealth, and happiness before filling in your own event blueprint on the next page.



#### REMEMBER:

Your event content plants the seeds for your high-ticket offer. Give attendees a taste of what they can get if they take the next step with you.



## YOUR TURN

Fill out this 3-day event blueprint based on your business.

Theme: \_\_\_\_\_

DAY 1	DAY 2	DAY 3
OPENING KEYNOTE		HEART CLOSE
MEAL (30-60 MIN)	MEAL (30-60 MIN)	WELCOME CELEBRATION (60 MIN)
	PANEL/INVITATION	CLOSING SESSION
MEAL (60 MIN)	MEAL/ENROLLMENT (60 MIN)	
	LASER COACHING AND Q&A	
		KEY
		OPENING/CLOSING
		MAKE YOUR OFFER





## Ask GG!

**Need help planning out your event?** GG, your Mastermind.com AI assistant, can help! Edit the text in brackets and paste the following prompt into a conversation with GG:



"I am a [coach] who helps [young professionals find work-life balance even while growing their career]. I'm hosting a 3-day virtual event focused on [creating your support network with your friends, faith, and family so you can excel in all areas of your life]. Can you help me create an agenda for my event?"

GG can also adjust the timeline of your event, depending on how many sessions or days you're planning. Just ask!

### INSPIRATION TIME

Write down when you will host an event, and post this reminder somewhere you see it every day.

# I CAN DO THIS!

MY FIRST OR NEXT EVENT WILL BE ON:

MONTH:

DAY(S):

YEAR:

