



How to Fill the Seats at LIVE AIO Events

Filling the seats at a LIVE Event, is nothing more than learning the Art of Promotion and a few basic inviting skills.

The Art of Promotion, clearly states that all Events have 3 parts:

- The Pre-Event
- The Event
- The Post-Event

The **Pre-Event** is the part of the Event where you invite your contacts, leads & prospects to the event.

The **Event** is where all of the information about our Company, our Product & Opportunity is presented.

The **Post-Event** is the follow up & follow through.
Let's break down these 3 parts:

First, the **Pre-Event**, is where you are going to invite people from any one of three markets.

Market #1, is typically a warm market of people who you respect & look up to. These are typically people who are already successful at what they do, have a lot of experience in their particular field or career and most often, have great contacts. They could be family, friends, acquaintances, friends of family, or local business contacts.

When inviting these people to an Event, keep in mind that they often like to give their feedback and opinion. Remember, they are already successful, so their natural tendency is to scrutinize and do their research.

Here's how to invite someone from Market #1:

“John, I’m thinking about investing a lot of time and energy into a new business and I’d love to get your opinion or feedback about what I’m doing. Would you be able to take some time to come out and take a look at how people in my company are making thousands of dollars every week and every month?”

Now this may open up some conversation, but this is how you can approach these people. Remember not to tell them too much.

Market #2, is a market of people who are your peers. They are your friends. They are your equals. Of course you respect them, but these are people who you can actually tell what to do.

For example: “John, you have got to eat at this restaurant.” Or, “John, you have to see this movie.” Or “John, you have to hear this song.”

Here's how to invite someone from Market #2:

“John, you have to come out and take a look at this new business I just started. I’m working with some people that are making thousands of dollars every month and they’re going to be sharing with a group of us exactly how they are doing it.”

Again, this may be the start of some conversation, but this is how you can approach these people. Don’t tell too much or be the presentation.

Market #3, is a market of people who look up to you. They look at you as a mentor, a leader, a guide, a model and someone they really respect and enjoy listening to.

They could be your family, friends, business partners, associates, co-workers or anyone who you have personally influenced with your leadership or mentorship. These could even be from a cold lead list.

When inviting these people, tell them that you are building a new business and that you suggest that they come out and take a look at it.

Here's how to invite someone from Market #3:

“John, I just got started in a new business and I am working with people who are making a lot of money. You should come out and take a look at what we are doing.”

If they are truly in market #3, they will come to the event because they look at you as a leader.

So, this is the Pre-Event in the Art of Promotion.

Again, just as with Market #1 & #2, this may be the start of some conversation, but this is how you can approach people who look up to you.

Remember not to tell too much or be the presentation.

In any of the 3 Markets, if your contact cannot or will not go to a LIVE Event, you can ask them to take a look at or listen to another Event, like a tool or system, like your Marketing Website, a CD or Tape or perhaps a LIVE or Recorded Call.

No matter what Event you expose your contact to; you always want to practice one of the Dynamics of Success, called Edification.

Edification is about you building up the Event, another Distributor, your Upline Leader or even a tool or system available to help you build your AIO Business.

You may edify an Event like this, “John, you really have to come out to this Event. There are going to be dozens of successful Distributors from our Company and people who are experiencing incredible results on our Product and in our Business.”

You may edify a person like this, “John, I’d like to introduce you to one of our Company’s Top Producers & Business Leaders. She has influenced the lives of thousands of people, knows exactly what she is doing and has built a large organization. So John, this is Mary Distributor from Anywhere USA.”

Keep in mind that all of what you just read is all a part of the Pre-Event.

Then, you have the **Event**, which of course, takes care of itself.

Some basic LIVE Event Guidelines, or Event Etiquette, include:

- Dressing for success. In other words, no tennis shoes, t-shirts or hats should be worn. This is a business, not a ball game.
- Arriving early with enough time to introduce your Guests to others already in the business, preferably those who are doing well. This is where you can practice Edification with your Upline or any other Business Leader or Top Producer in attendance.
- Don't start your own Presentation, at the Presentation. This means not to start telling your guest(s) about the Company, Product or Opportunity while waiting for the event to start. This is what the event is for. Don't try to be important. **Be successful.** Let the event do all the Presenting for you.
- Always focus on your Guests and on other's guests. Ask questions about why they are out to the event in the first place. Remember, **F.O.R.M.** the Guests & Prospects. This stands for **F**amily, **O**ccupation, and **R**ecreation & **M**otivation. Find out more about yours and other's Guests & Prospects and you will set everyone up for more success.
- Once the Event begins, do not speak with others around you; certainly not your Prospect. Just like in a movie, there is nothing more distracting or more annoying to hear people around you speaking, interrupting or making noise. If you've ever been to a movie with someone who's already seen it,
- you don't want them leaning over to you at the most exciting part and says, "This is where he saves the girl!"
- Always shut off your cell phone and remind others around you to do the same.
- Always sit straight up in your chair and do not cross your arms. This will give the speaker as much energy as possible. In turn, they will give a stellar performance for you and your guests.
- Always sit as close to the front of the room as possible, for several reasons.
- #1 – Sitting in the front of the room gives the room more energy than if everyone sat in the back.
- #2 – Sitting in the front of the room allows the speaker to have more people to make eye contact with, this in turn, will make for a better
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- overall presentation.
- #3 - **The front row seats are the Million Dollar Seats. Every Top Producer and Income Earner always want to sit in the front row at LIVE Events!**

And finally, after the Event, is the **Post-Event**.

The Post-Event usually begins as soon as the Event is over.

You want to be able to turn to your Prospect and ask, **“So, how do you feel about the information you just heard/saw?”**

Or, you could ask, **“So, do you see some opportunity here?”**

Or, you may ask, **“So what do you like most? Our Product or the Business Opportunity?”**

You see, you want to ask a question that will allow your Prospect to tell you how they feel about what they just experienced, and also to elicit a positive response.

Be sure to always listen carefully and offer to get any questions that your Prospect has, answered by a 3rd Party Expert. Remember to always edify that person, tool or system, to your Prospect and be sure to follow up and Collect a Decision from them. Don't beg, bug or nag, just get a decision.

Remember, the more decisions you collect, the more no's you are bound to come across. **The more no's you come across, the more yes's you will get.** The more yes' you get, coupled with a solid game plan and consistency, the more success you will experience.

So there you have it, How to Fill the Seats at LIVE AIO Events.

Of course your Sponsors & Upline Leaders will be able to work with you on inviting your Contacts, Guests & Prospects to LIVE Events, but this should give you a basic general overview of just how simple this can be.

For a listing of LIVE AIO Events taking place around the Country and around the World, be sure to visit www.ceresliving.com