



## Women's Prosperity Network

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### **Want to Fill Your Event or Program? Follow This Step by Step Formula**

In order to fill your program you will need to 'present' the offer and opportunity through a variety of marketing strategies that include (but not necessarily limited to):

- Email marketing campaigns
- Social media posts and campaigns
- Telephone calls to past customers as well as new contacts
- Online Presentations (such as webinars and teleclasses)
- Live Presentations – One on One and/or Group Presentations

#### **Step 1:**

To determine the lead time necessary to promote and market the program, the following factors must first be established:

- What is your goal? How many people do you want in the program?
- What is your success closing ratio? (10%, 20%, 30%)

This will result in knowing how many people you must 'present' to achieve your desired goal number of program participants and therefore, the amount of time necessary to do those number of presentations.

*Please Note: Email marketing and social media campaigns are strategies designed to build awareness and interest and are complimentary to presentations. They should not be solely relied upon for sales (particularly in sales in excess of \$100).*

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How many people will you have to "PRESENT" to in order to fill your program?

Presentation defined as:

- One on One Telephone Calls to People
- Teleclasses and/or Webinars (ones you host and where you are a guest on others' – reaching out to tap into their market)
- In Person Presentations – where you have opportunity to speak and make offer (minimum of 30 to 45 minutes to speak).

**Note about revenue:**

When you are a guest on someone else’s stage (either an in person event or teleclass or webinar), it is customary to do a revenue share with the event host). After all, they spent the time, effort and resources to cultivate those relationships and a share of the sale is the perfect way to say thank you!

Revenue Shares Range from 10% to 50% Maximum.

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**Here’s the Formula To Calculate How Many People You’ll Need to Present to to Fill Your Program:**

$$\begin{array}{r} \text{Number of people you want in your program} \\ \div \\ \text{Closing Ratio} = \\ \text{Number of People You need to present to} \end{array}$$

| Goal # People | Divided By | Closing Ratio | Equals | # of People to Present To |
|---------------|------------|---------------|--------|---------------------------|
| 10            | ÷          | 20% (.2)      | =      | 50                        |
| 25            | ÷          | 20% (.2)      | =      | 125                       |
| 50            | ÷          | 20% (.2)      | =      | 250                       |
| 100           | ÷          | 20% (.2)      | =      | 500                       |
| 250           | ÷          | 20% (.2)      | =      | 1250                      |

Note: The closing ratio of 20% is used as an average for calculation purposes, your closing ratio may differ depending on a variety of factors:

- One on One presentations tend to have a higher closing ratio
- Teleclasses and webinars may have a slightly lower closing ratio (10% to 20%)
- In person presentations – depending on your brand recognition in the marketplace, your skill level, leveraged credibility from the event host and audience make up (i.e. are they your target market) and the length of time you have to speak – will also slightly alter your closing ratio (sometimes as high as 50%!)

Okay, so now you know the number of people you’ve got to present to in order to achieve your goal, NOW we can develop the marketing plan to achieve it!

Let’s say you want to have 25 people in your program, that means you need to PRESENT to 125 people. Of course, you could make 125 one on one phone calls (and one on one calls should ABSOLUTELY be part of the marketing plan). Typically those types of calls are made to people already in your database, i.e. warm contacts, people you’ve met at networking events, previous customers and strategic alliances. I’d be willing to bet you’d like to bring some NEW customers into your business too!

Therefore, of the 125 people you must present to (with a 20% closing ratio), let's say that 50 of those people will be reached through 1 on 1 phone calls. That leaves 75 people to present to in some other fashion, for example:

- Speak at someone else's event.
- Host your own in person preview event (that is an event offered for free or low cost)
- Host your own teleclass or webinar
- Be a guest on others' teleclasses, webinars, radio shows, etc.

To effectively create your marketing plan, you'll need to estimate how many people will be in attendance for each of those events to reach the goal number of people to present to ... in this case 75 (remember, 50 presentations of the total needed of 125 will be accomplished through 1 on 1 phone calls).

Use the following chart to keep track of the presentations you'll be delivering:

| Date         | Presentation | Number of People       |
|--------------|--------------|------------------------|
|              |              |                        |
|              |              |                        |
|              |              |                        |
|              |              |                        |
|              |              |                        |
|              |              |                        |
|              |              |                        |
| Program Date |              | Total Number of People |