

042 How to Plan, Promote and Profit from a Virtual Event



Full Episode Transcript

With Your Host

Rachel Rodgers

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As I mentioned, we've already talked about pricing your event. You really want to price your event based on the value that you are providing. Now, I did \$500 for my one-day, in-person workshop. Was I undercharging? Yes, because I wanted to just make it very accessible at the time.

Now, if I offer virtual events in the future, I don't know. I might be \$1,000, it might \$2,500, it really depends on what it is and what the value you're providing is. Okay?

Welcome to the *Hello Seven Podcast*. I'm your host, Rachel Rodgers, wife, mother to four children, a lover of Beyoncé, coffee drinker, and afro-wearer, and I just happen to be the CEO of a seven-figure business. I am on a mission to help every woman I meet become a millionaire. If you want to make more money, you are in the right place. Let's get it going.

If you love live events like I do and have had a business that is dependent on live events you might be reeling right now over "Cancelgate" which is part of the fallout from the Coronavirus crisis that is happening right now. So, what I want to talk to you guys about today is an alternative to that. You can do amazing virtual events. That is what I will be doing and that is what I have been doing for the last few years. I do both live events and virtual events.

So, today I want to share with you my virtual event formula which it's not just a long-ass webinar, you guys. It is a specific type of event that you really have to tweak some of the things that you do in the live event to make it work in a virtual setting. So, I want to talk to you guys today about how to plan, promote, and profit from a virtual event.

Now, the structure that I'm going to teach you is really a marketing event. It's the kind of event where there will be an upsell of some kind happening, right? Either you might directly pitch your services during the event or it's the kind of event that you put on because it creates lead generation. It

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generates sales calls with your salespeople or people inquire about working with you after coming to the event.

So, that's the kind of event we're going to talk about, but a lot of the things that I'm going to share here can also be used in a fulfillment event and that's the kind of event where maybe you do retreats for your mastermind and now you have to cancel your in-person retreat and bring it online. So, I want to talk to you guys about that and my particular structure for creating virtual events.

Now, let me say, I love in-person events and I really think there is nothing better. The connections, the energy in the room, the shiny handouts, I love to brand the entire space that I'm bringing people into so that there is all this ambience and there's a vibe. So, there's so much about in-person events that are amazing.

I've done in-person events in New York, in Paris, in Los Angeles, here in North Carolina, etc. I will continue to do live events in the future. I already have one planned for the fall, which is my MADE Retreat, and I will be doing live events at the top of 2021 God willing.

So, live events will continue to be a big part of my business model. I think it's so important for entrepreneurs and communities to come together in person, there is just a special magic that happens.

Now, that said, that is not an option right now, is it, my friends? No, it is not. So, we have to learn how to make lemonade out of lemons. That is why a virtual event is a really fantastic offer if you've been looking for a new offer that makes sense in the time of Corona.

Maybe you've got events that you already had planned that you need to then transfer to doing online or maybe you're just wondering, "How do I

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continue to sell my stuff?” Putting together a marketing event would be a way for you to do that, okay?

So, virtual events are very hot right now. It is the thing right now, because we have no choice. We can only meet virtually. Now, I have done many virtual events in the past and the reason why I did my very first virtual event is because I was pregnant with my son and unexpectedly got put on bedrest. This was back in 2018.

So, I had an event coming up that April and in February I got put on bedrest and I knew I wasn't going to be able to do that in-person event. So, I had to find another way. What I decided to do was still do the event, but do it online and do it exactly the way that I had planned in person as much as possible and just bring that whole experience online. It was a one-day workshop that was supposed to be in person.

So, we had 60 people sign up, we had an incredible time, we taught, we trained, we had breakouts, there was coaching, there was tears, there were laughs, there was yoga. We did all of these things together virtually and that wound up being a very profitable event. I had a lot of people sign up to work with me long-term after that event and we had all of these testimonials in the chat where people were saying, “I really was skeptical about whether this virtual event could be amazing and transformational, and you've blown me away.”

We got rave reviews and it was so fantastic that we were like, “Huh, let's do this again.” So, we've done some planned virtual events since then. That was my first virtual event and that was a marketing event. Then just a couple months later I was doing a retreat for my Million Dollar Badass Mastermind and I had it all planned, it was supposed to be here in my hometown of Greensboro, North Carolina. I had all the experts lined up, all of the flights were booked, everything was sorted and then the weather report was threatening a hurricane.

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So, the hurricane really hit Florida bad then it started to come up the coast, and I knew it wasn't going to be bad here in Greensboro, because we're not super close to the coast, but it was the kind of situation where the entire Southeast region was locking down and so people were cancelling their flights left and right.

My clients kept reaching out to me saying that they were scared to have to come here and they were nervous about not being able to get back home afterwards. So, I had no choice but to cancel that event. What we did was within two days we brought that entire event and the entire plan online and did a virtual retreat for our masterminders. Again, it was amazing.

Everybody was blown away. Everyone was really happy. Everyone was very grateful that they could stay home and stay safe and still get this experience of connection, still get the training that they were looking for and still learn what they wanted to learn to elevate themselves and their businesses.

So, virtual events can be fantastic. Now, let's talk about the ROI of a virtual event. I asked my team to pull the numbers for all of the events that we did the year of 2018 because that's when we did several virtual events and we did several live events and that was our first ones. I wanted to see which events cost the most, which events earned the most, and which events converted the most customers which I consider anyone who becomes a customer within 30 days of attending an event.

So, here's a snapshot of the ROI of my virtual events and one of my live events side-by-side. So, first of all 2018 virtual event we had 50-60 attendees and then another live event that we did in 2018 also had 50 attendees, so approximately the same amount of people in the room. The total cost of the event, let's talk about that.

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The total cost of my in-person live event was \$40,000. That included a swanky cocktail hour, meeting space at an upscale hotel, catering for breakfast and lunch, travel costs for me and my team, swag bags, photography, AV, paying team members, all of it. So, the whole thing cost me \$40,000.

Now, let's talk about what the virtual event cost me. The virtual event cost me \$5,000 and you might ask, aren't virtual events basically free? You already have all the tools that you need to do a virtual event. That is true, but I really like to next level my experience and so when I do virtual events I send something physical in the mail.

So, for the virtual event that I did in 2018 I included a gift box for each attendee which cost about \$86 per person. Then I also include in that cost a hotel for me to stay at during the event so I can prepare and deliver without distraction because I had small children at home and I had to pay two team members to attend. So, that total cost was about \$5,000. \$86 per person for the gift box, my hotel stay, and paying team members.

Now, obviously, those of you who are going to be doing virtual events right now you're going to be doing them from home, most likely, and not paying for a hotel, so your virtual event cost even if you decided to send a gift box to every single attendee you still wouldn't have it be \$5,000.

All right, now let's get to the juicy bits. Let's talk about ticket sales. So, for my 2018 live event the ticket sales were \$24,750. That's how much it generated. It generated about 25K. The average ticket cost was \$495, so about 500 bucks.

For my virtual event, same amount, ticket sales were \$24,750 because the average ticket cost again was \$500, so notice that I charged the exact same thing for a virtual event that I charge for a live event. Now, this doesn't make sense for everything. If you're doing a really swanky retreat

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that is going to include a beautiful space and cruising around on a yacht and all of these in-person experiences that you cannot recreate virtually then that doesn't make sense. But if it's a one-day workshop or even a couple of days workshop where it's really about the training and the content that you are providing, that is the most important thing.

So, the main thing that I want you to take away from this is that your training, your content, your coaching, the way that you are delivering when you are teaching or doing public speaking that is the value and that is what people are coming for. The value is not the setting. The value is not whether we're in a fancy hotel or whether we're sitting in our homes. The whole point of the thing that you are offering in your virtual event is the content.

That is exactly why I charge the same thing for live events that I do for virtual events. It's both the same, okay? I just want to note for you guys that this is the world we live in today. My daughter is in the dining room which is not far from my office and she is doing a violin lesson. So, if you hear some classical music in the background, just enjoy it. Let's just go with it. Because this is real life right now, okay, guys?

Our kids are home all day, it's madness and I still want to get this episode out to you guys, okay? All right, so we've talked about the cost of the event. Obviously, there's a drastic difference between a live event that could cost anywhere from \$5,000, \$10,000 all the way to hundreds of thousands of dollars depending on how all-out, how baller you want to go with the experience.

So, my two costs, live event \$40,000, virtual event 5K. Ticket sales exactly the same at \$25,000 whether it's virtual or live. Now, let's talk about the revenue. This is the revenue that I generated from these two events. So, the live event that I did in 2018 generated \$226,000. Yes, I made that in a day, you guys, which is delightful.

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That is calculated based on any purchase made by an event attendee within 30 days after the event. We did 11 people sign up for our program right there in the room that day which can often happen. So, \$226,000 was what we generated from the live event that we did that was in person in 2018.

Now, from the virtual event that I'm comparing it to, again, calculated based on the exact same thing, based on an event attendee making a purchase with my business within 30 days after the event our revenue from the virtual event that we did in 2018 was \$277,500. We actually made about \$50,000 more with our virtual event. We had 35 people sign up for one of our programs at the virtual event and we made about \$300,000 in profit. Whereas the live event that we did in-person made about \$210,000 in profit.

Now, you can check the show notes on this episode if you want to see a side-by-side and really look at the numbers visually, but that just goes to show we made about \$90,000 more with our virtual event. So, I say all of that and I went through all of that to show you guys that a virtual event is a very profitable endeavor if you do it right, okay?

It could really give your potential clients an opportunity to see what you do, see you in action, see the kinds of solutions that you have to offer to the problems that they are experiencing right now. You are also creating community where they get to be in community with the other members of your audience and they really get to build that know, like, and trust factor.

So, the same way that you can do that in a live event in-person you can also build that know, like, and trust factor when you're spending a whole day or two together in a virtual event. So, if you are looking for a money maker right now, this may be it. This may be the thing that you want to do in your business and what you want to introduce to your business to generate some income.

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As I've mentioned, we've already talked about pricing your event. You really want to price your event based on the value that you are providing. Now, I did \$500 for my one-day, in-person workshop. Was I undercharging? Yes, because I wanted to just make it very accessible at the time. Now, if I offer virtual events in the future, I don't know. It might be \$1,000, it might be \$2,500. It really depends on what it is and what the value you're providing is.

Do you hear my daughter playing the violin? I hope you do because it's lovely. Okay, now let's talk about how to market your virtual event. So, let's say you're sold. You see the value in doing a virtual event, you see that it can make you a bunch of money so now you're like, "Okay, well, how do I market this thing? You sold me, Rachel, I'm going to do a virtual event, but how do I sell it?"

All right, now, the number one thing you got to do is be crystal clear about what they're going to get and that is true for every offer that you put out there, hello. Right? It doesn't matter what you're selling, people need to understand what it is and understand the value that it provides for them. So, you really do need to think about, what am I going to teach at this event? What experiences am I going to create at this event? What do my people get out of it?

Maybe it's a workshop if you're a copywriter. Maybe you're doing a workshop where people can come and get their sales page written and you'll guide them step-by-step through the process. Maybe you'll help them write 50 emails over the course of a day. Maybe you're helping them get started on creating an e-book.

Maybe they have writing that they want to get done and you're going to guide them through it and help them get some writing done. That's huge value that you could provide in a virtual setting. There are lots of other contacts, right? There are so many different ways that you can put together

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an event that is related to your services. One of my clients, Rosina, who is amazing, she's known as "The Biz Lawyer," and I hope to have her on the podcast in the very near future. One of the things that she did was she's a trademark lawyer and she decided to do a trademark-a-thon.

So, she had a virtual event, it was a half a day. It started in the evening and went till late at night. She had a DJ there and created this whole experience around building your brand and registering your trademarks. So, that was her virtual event and she over 160 people attend.

So, there's really no limit to the kind of virtual event that you could put together, but the most important thing is that you really have to spell out for your potential attendees what they're going to get out of this experience and why they really want to be there, obviously. I hope, anyway, that it's obvious.

Number one is be crystal clear about what they're going to get and number two is set a cut-off date. This may seem counterintuitive. If you can add people any time, if it's a virtual event somebody could register midnight the night before and still show up, right? Because all they got to do is jump into a Zoom room, but that's not what you want to do.

You can always add people at the last minute if you really want to, however, the truth is you can't add people at the last minute and still give them the full experience which is, in my case, shipping out swag bags and all of this communication that happens between when they purchase a ticket and when the event actually happens. There's a lot of communication and community that can be built during that time to fill that gap and to get them excited and anticipating the event and get them prepared for the event. You might have some pre-work that you want them to show up with.

So, I would set a cut-off date like with any other kind of launch that you might do. So, if you are doing a virtual event and let's say it's going to

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happen on May 1st, maybe you want to make the cut-off April 15th or April 20th so that you've got time to really communicate with people, you're creating a deadline, there is a sense of urgency because if they don't sign up before the event happens then they miss it.

Lastly, don't apologize. Be unapologetic about your virtual event offer. Price it according to its full value, stand by the price, stand by your virtual format and by your cut-off date without apology. You have put together a great offer, so don't be sheepish about it.

Now, I think this is less of an issue now because we are all forced in our homes, so we have to do a virtual event, but I recommend this in even not in the time of Corona. Even if you decide to do a virtual event once this thing is over these same rules apply. So, be unapologetic about your price. It does not have to be free or cheap because it is virtual, all right? That's the main point I'm trying to make here.

Now, let's talk about getting engagement before, during, and after your event. So, we've talked about why you want to do an event, the profitability of it, the cost, we've talked about how to market your virtual event. Let's talk about engagement before, during, and after your event.

Before the event you want to build engagement, this is key. You want your attendees to feel the same energy and excitement that they would picking out an outfit to come to your live event. We also show up differently to an event that has already tried to engage us compared to an event that we haven't heard a peep from the organizers beforehand, right?

Have you ever done that? Bought a ticket to an event and you're disoriented. You don't know when to show up, or where to show up, you don't know how to prepare, no one is talking to you, it's really irritating and disorienting. So, you want to make sure that you're engaging with your

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attendees before than so that it shows them that they better take this seriously and bring their A game, okay?

So, how do you connect with your attendees before the event? One, become their bestie. Reach out to each attendee after they purchase their ticket and ask them about their business goals for the year or whatever it is. If the work that you do is related to fitness then you might ask them what their fitness goals are, right?

Whatever the work that you do is and whatever you're going to help them accomplish, get clarity and understand why they're coming to the event and what they want out of it. Not only does this show them that you're interested in their individual goals, but it also helps you to craft the content to really fit the needs of your people.

Secondly, you want to shower them with gifts. Two weeks before the event, I send every attendee a gift box filled with materials for the workshop, yummy treats, a t-shirt to wear the day of, some other fun gifts. I have a video of the giftbox that we sent for this particular event that we did in 2018 in the show notes, so definitely check that out so that you can see what we put together.

The response to sending something physical in the mail before a virtual event was insane. So many of the women who came to that event showed up in the t-shirt that we sent them. They had been tweeting about it and Instagramming about it before the event so there was a whole bunch of social media marketing that came as a result of sending something physical in the mail. We also put together a workbook for them. We sent them a journal and a pen. We sent them some goodies and a special note from me in the mail especially at a time like this it's unexpected and it makes people feel really special and gets them really excited about the upcoming event.

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So, I highly recommend that if you can put together a physical package to send them, do it. Now, it's a little bit harder living in the time we are in now where we can't leave the house the way that we want to, but it's still doable. You could still order a book that you want them to read ahead of time from Amazon. You could also find another fun gift like a candle or something that maybe you can get customized and have shipped out to each individual attendee. So, there are ways to do this still.

Now, you don't have to do it, but this is how you go the extra mile and really create ambience and it's a way for you to have things in their physical space on the day of the event even though the event isn't in-person.

Then, thirdly, you want to stay in their inbox. Make sure to get an email series set up from the time that they purchase all the way to the morning of the event so they're hearing from you regularly, there's that anticipation, there's that preparation, and they're excited, and they know where to be.

I do things like letting them know, treat this like any live event that you would be at in-person, so make sure you have a babysitter. Ask your husband to watch the kids for the day so that you could really focus on the content we're going to be sharing with you. Pre-prepare your lunch, so that when it's lunch time you can just grab it and we can have lunch together. Make sure your coffee is ready, be sitting at your desk at this time. Here's what to expect. Here's when we'll have breaks. So, really orienting the people to the experience that they're going to have on the day, so they know exactly how to prepare themselves and that really helps to make the virtual event so much more successful.

The last tip that I want to give you guys is, have an intake form. One of my favorite things to do in addition to sending an email just to say, "Hey, what are your goals?" On top of that I might send them an intake form where I can get some additional data from them and really understand who they are, where they're at in their business, what they're struggling with. Really

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getting some more details and then if I've got 50 attendees for my virtual event, I have the details on 50 people who are coming. So, that really helps me to prepare and to know exactly who is going to be in the room so that you can really customize all of your content to meet the needs of the people.

Let's talk about engaging your people during the event. This is the meat of your event. So, 75% of your prep time and focus is going to go into this part right here. What's going to happen during the day. Now, every great event has a mix of content. So, that means lectures, that means workshopping, that means group conversation. Your virtual event is no different.

Just because you've got 50 faces staring at you over Zoom does not mean that you can just talk at people for hours without structure. So, plan your content the same way that you would for a live event. That means you have a clear idea of what you're teaching them and you spend time creating exercises, worksheets, interactive activities, PowerPoints, however you want to break up the day.

Here are a couple of tactics that I use during my virtual events. First of all, small groups. Depending on what video conferencing platform you're using, most of us are using Zoom these days, you should have the ability to break attendees into small two- to four-person groups so they can have small group discussions.

This is one of my favorite things to do is during an event at particular times I will break up the room into breakout rooms and have them having small group discussions so that they can meet other people, they can network and they can really work on their stuff with a partner.

I love this feature. I use it during introductions and during particularly challenging exercises. People absolutely love it. It's so fun. It makes everyone laugh. Once the small group session is over, I zap everybody

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back into the main room and everybody says it's like Jumanji because they suddenly disappear. Okay, so that's how you do small groups in a virtual event.

Number two is physical element. So, remember sitting behind a computer screen all day isn't always comfortable. I suggest having dance breaks, maybe there's a yoga break, other physical activities, maybe some music to help break up the day and get attendees laughing and enjoying themselves. Do not be afraid to build in entertainment. It does not have to be all business.

So, really think about how you can bring some really fun, creative elements that really energize people and get them moving and get them out of this space of just being virtual the whole time. The other thing I wanted to share with you is one-on-one conversations. Just because you're presenting and can't connect with each attendee doesn't mean that somebody from your team can't.

So, during my virtual events I always have a couple of team members, actually, dedicated to watching the chat and just alerting me of the big questions or challenges that come up so that I can address them right there while I'm teaching and several of them will be having private conversations with attendees during the day. So, it's a great way to provide that extra support to attendees who might need it and to address questions that may be not relevant for the whole group, but they can still get their questions answered. It just really makes it a more supportive experience for your attendees.

All right, so let's talk about after the event. Yes, after the event is over you still should be engaging people. It amazes me how many incredible events I attend that the second it is over there's radio silence. No follow-up, no emails, no reminders, nothing. What people don't realize is that right after an event, attendees are ready to become loyal customers for life. This is

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the prime time to sell your potential client an upgrade offer or tickets to your next event.

If your attendee had an amazing time, got great results, and loved the community she probably is going to want to keep the party going. So, number one, carry the conversation. In the weeks following one of my virtual events I had someone on my team reach out and invite particular attendees to a follow-up call based on the things that we learned about them during the event.

For example, one of the women from that event was struggling with accountability and mentioned that several times during the event. So, my team member reached out to give her more information on one of my programs and explain the accountability features that we've designed for the people who participate in that program.

Carry the conversation forward. Do the follow-up. Funds are in the follow-up, friends. All right, now continue the connection. How can you keep the attendees connected to each other after the event? You can create small accountability groups to meet for four weeks following the event or maybe send an email list around with contact information. You can invite them into your free Facebook group or otherwise further their relationship with you in some way. So, continue to provide a way for the attendees to continue to connect with each other and network with each other.

Now, number three, this is the last thing. This is super, super important, the recording. This is more of a logistical thing, but I want to make sure that you understand this. This is my number one tip when it comes to your virtual event, do not provide a recording of your event. Do not provide a recording of your event. When people do webinars or other coaching Q&As or Facebook Lives those recordings are always available right away. We always provide those recordings to folks.

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When you are doing a virtual event, you do not want to provide the recording and here is why. If people know that you are going to provide the recording, they will check out and they'll say, "Oh, I'll watch it later. I don't need to see this part. I'm busy the first half of the day, so I'm just going to pop in for the second half." They won't treat it like a live event. They won't treat it as if they will miss out if they aren't there in the room. That is the truth of the matter.

If it's a virtual event you need everybody there, present, engaged, focused so that they can get the max value out of the experience and you will not be able to do that if you provide the recordings. So, when I do virtual events there is no recording. I record it for myself and for my team because we take that information, we might grab testimonials from it, of course with permission. Or we might use that recording for training or teaching or something in our mastermind community, but we are not making that recording available to the attendees who bought a ticket to my event. Just not doing it. This is not a webinar and there is no replay. Okay, my friends?

All right, so here's the deal, y'all, there is no better time literally in life to do a virtual event than right now. Here are three reasons why you should absolutely put one on the calendar for this quarter. It's a brand-new quarter, it's time to get this money. So, here are three reasons why you should do a virtual event right now.

First, it's low-risk. Even if only 10 people signed up you wouldn't lose money on a virtual event. Unlike a live event where ticket sales can get straight-up desperate as you struggle to at least break even on your costs. If you don't have a lot of people buy for your virtual event, that's okay, you're not going to lose any money. Virtual events are a great place to start with events if you haven't done live events and it's a great replacement if your business model has been dependent on events in the past.

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One of my past clients did a virtual event using this exact model and she only had five people sign up, but it was a beautiful, intimate experience and then all five of those women decided to sign up for her other program and so she wound up making \$15,000 from that event. So, even on a small scale these events can make you money, they can really connect you with your ideal client, they allow you to be helpful and useful, and you can choose topics that are really relevant to what is going on in the world today.

Now, that brings me to the second reason why you should do a virtual event this year, it's a great way to try out and refine your content. You can even think of it as practice for a big TED Talk that you want to do in the future or a keynote that you want to prep for in the future. It allows you to get in front of your audience and present your goods, what you got. Okay?

It allows you get in front of them and show that off and it's an exciting opportunity for your potential clients as well because most people love to attend events around topics that they care about and they may love it even more when there are no travel costs involved and when they are stuck in their homes right now and they can't leave and they can't connect with other people, they might be getting lonely, they might be feeling stagnant like they're not growing and this is an opportunity for you to come in and provide a service that people are really craving.

Thirdly, it could end up being the most powerful tool in your marketing toolbox. I have taught virtual events to a series of entrepreneurs, both masterminders, I have taught it to my friends who are making \$10 million and more. I can't believe how many times people have asked me to come and speak about virtual events. The only reason I know how to do it well is because I wound up getting put on bedrest. Sometimes these opportunities arise out of chaos, they arise out of crisis, they arise out of something that you didn't want to happen and then you can create something that winds up being magical for you and for your clients and for your business.

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Most of my clients are surprised to find that virtual events are more profitable and less stressful and convert at similar or sometimes even higher rates than their live events. So, you should definitely get out there and give it a shot.

Now, I have so much more. This is just the tip of the iceberg, my friends. I know I've shared a lot here, but I have templates and worksheets and sample schedules and all kinds of goodness that I share with my mastermind members on how to do virtual events and, in fact, this month in my mastermind I'm doing a whole deep dive training on exactly how to do virtual events.

I have a whole bunch of updated advice and strategy on how to do a marketing virtual event that generates a bunch of money for your business. If that is something that you're interested in you should definitely think about joining MDB. Currently we have a six-month version of MDB so you can join without the year-long commitment right now only because of the crisis the world is experiencing at the moment.

So, if you have been thinking about working with us, if you're looking for support you should definitely check it out. Now, I don't know if you've been following me on Instagram, I'm @RachRodgersEsq on Instagram, you should definitely check me out there, but if you are following me you probably saw last week I shared tons of testimonials from my clients.

I have clients in my mastermind who have had their biggest month in the midst of this crisis. Literally, we just closed out a month and they had the biggest month that they've ever had in their business in March 2020 which is remarkable. I'm amazed by the high-level energy, the positivity, the spirit of abundance, and just the way that many of my clients are really making big bucks right now.

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So, I know a lot of people are out here struggling and it is contributing to the economy as a small business when you are successful because when we small businesses make money we are also hiring other people. We are keeping the economy moving. So, that is maybe one of the ways that you can contribute and I'm just delighted by how amazing so many of my clients are doing.

So, if you feel like you could use some support with pivoting your business, or continuing to move your business forward in the midst of this Coronavirus crisis you should definitely check out MDB and what you need to do is go to helloseven.co/apply, you'll fill out an application and then you'll get to talk to my enrollment coach, Grace, who's amazing and she will help you figure out if it's a good fit for you. We are very honest, always. So, we're not going to let you sign up if we don't think that you will get a ton of value out of it, okay?

So, that is my advice for you guys. Try that virtual event. It's going to be amazing. It'll be fun. It's something to look forward to for yourself, your team, and your clients. Get out there and do it and get this money. All right, I'll talk to you guys soon. Bye, guys.

Are you ready for a revolution? Then download my free guide called Million Dollar Behavior. In it you will learn the 10 behavior shifts you need to make to build wealth, claim power, and have an impact. I've learned how to play the game of success by my own rules and in this guide I'm going to lay out the million-dollar behavior required for you to define your own success and chase after your goals on your terms. Get this free guide now at helloseven.co/guide.