

The Limitless Experience Podcast
How to run a profitable event
Transcript

Suzy:

This experience once again, knowing that there will be people there that have been three years in a row. I can see from the people that have already bought tickets, and that just makes my heart explode. It also means the pressure is on to deliver.

Welcome to the limitless life experience podcast with me, your host, Suzy Ashworth. I'm a mum of three, seven figure serial entrepreneur, Hay House author, international keynote speaker, quantum transformation and embodiment coach and believer in miracles. My superpower is helping female entrepreneurs, like you, create six figure breakthroughs in your business fast so that you can expand into limitless living and create an incredibly positive difference in the world. In this space, you will hear me talk all about wealth, yourself, spirit and impact. This is the limitless life experience podcast.

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Hello hello, you gorgeous human being. It is Suzy Ashworth here, and you are listening to the limitless life experience podcast. And I dunno, I feel like my singing gets better and better every week. What do you think? Let me know. Answers in on a postcard only if the answer is yes, not interested in hearing anything else. Oh, look at me. I am feeling like a total sass pot this morning. I wonder what that is. Is it the beautiful gray mist that is outside my window, slightly drizzling rain and the bare trees. Maybe, maybe, I don't know. I'm just feeling it, you know that I love podcasting with you and you know, it's just the vibe. Anyway today what are we talking about? How to create a profitable virtual event? So it's taken me a little while to land after the most epic and special live virtual event that I have done at that scale.

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As I'm speaking, I'm like realizing that actually I've done a lot of really magical online virtual events. And I don't want to do those a disservice by saying that The One Live tops it all. However, they were different styles. So what I have done over 2020 and what we'll continue to do in 2021, whilst we are in this lockdown situation is take a lot of my in-person events, the treats that were supposed to be taking place in luxury hotels and villas around the world, and we've put them online. And I was really nervous about the first time I did it. I was really nervous about being able to fill the time. I was super nervous about people getting zoom fatigue, and it being and feeling really tiring. And I was worried probably mainly about people, not feeling the same level of connection and not being able to access the same deep breakthroughs, a-ha moments and transformations that we always get when we go live and in person and through being forced into doing these events online, it totally blew all of those assumptions and fears out of the water and ultimately left

me feeling way more confident about delivering The One Live in person than I would have if I hadn't have had those experiences beforehand.

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The other thing that I have to say gave me confidence is just talking to some people that had been to other virtual events. I had done a couple in 2020 for research purposes and I'm not going to lie, I was absolutely bored to tears at each one of them. I felt that those events were just like long webinars. So just massive pitch fests. And I was really like, urgh if this is the way that people are doing live virtual events, they might work, they might be highly profitable, they might be way more profitable than what mine was. And at the same time, I don't care because for me, you know, one of, it's not a love language, but one of the things that I hold dear is being able to create really beautiful experiences. I'm an experiential person and I'm a feeler. I like to feel that somebody has been touched by the work that it is that I am doing.

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And so the experience of the event super, super important to me. And what's really interesting is that the first time I spoke about what I'm about to speak about now was in 2020 January at The One Live in person when I was talking about moments and we were talking about it in relation to the group programs and courses, how can we create moments for people? And I think that one of the things that we did very well, that The One Live this year was create those moment experiences. And we started doing that before we had even gone online by making sure that we had 250 swag bags that we sent out to everybody, no matter where they were in the world. My only disappointment with the swag bags is that we didn't order more upfront. And I just wonder, you know, in my head I knew that I wanted 300 and I think, well not I think, I know that it was definitely scarcity that stopped me from investing in 300 swag bags.

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We should have done that. And it's a real beautiful lesson that I'm only getting, as I'm speaking through this with you, that even at this level of income, scarcity around, you know, should I be doing this? Is this a smart decision? Am I wasting money? Am I just throwing this down the drain? They're the same questions I was asking myself when I was making way smaller investments. So, uh, yeah, I think that that's super interesting, but back to my point, we created moments and the moment started before anybody had even, you know, got into the room. The second thing that we did was we had a VIP q&a session, which was super low key, and that was just done like a traditional zoom meeting, but being able to eyeball people and speak to them, face-to-face, loved it. And so did they because the event environment, there's just a lot less space for that two way engagement.

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And then we started or ended the event every day with something just a little bit different. It felt more like a retreat than a conference. You know, we had yoga and

soundbaths and quantum flow and a digital artist who sang and performed crazy shizzle. It was really, really beautiful. And then on the last day we announced somebody who had won 30 days worth of Voxer coaching around mindset with me, and we gave away two iPad minis. So there was just a lot of gifting and wanting people to feel really loved and seen and heard and valued. So, yeah, it's interesting to me that my love language is words of affirmation, but when it comes to giving I'm a real gifter. So I'm sure that must be my second. My second love language is I'm not obsessed with receiving gifts. Obviously I like them, but yeah.

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Words of affirmation for me, huge. So first part of putting on a profitable event is create moments that your audience are going to remember that make them feel full and that they're going to want to share with people. You know, we had people sharing all over the internet, which was just insane. The second thing that you need to keep close to your heart when you are looking to build a profitable event, is how do you create connection? And this is especially important online because people were watching in their homes, if they were fortunate and they had children, their children were being looked after by other people, but how else, you know, what did we need to do in order to help people create a real sense of connection? And so some of that was very practical, making sure that I was looking at the cameraman.

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So people felt the intensity of my gaze and it felt like that gaze was just on them, which was super powerful. And then we loved using the breakout rooms. And I think by Sunday, people were a little bit fatigued when it came to breaking out, but also we used the breakout rooms really strategically. So people got to share really important and deep things that made them feel vulnerable, but also meant that they had four or five people listening to them seeing and hearing their vision. And they were acting as a source of inspiration for the other people in the breakout room too. So it was a real beautiful synergy between the giving and the taking from the people who were sharing and the people who were listening and reflecting back. And that created super beautiful connection for everybody. The third piece of the puzzle, when it comes to creating profitable event is content.

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Your content has to be off the charts if you also want to use events as a brand building opportunity. So there are loads of people who do events all of the time and they just aren't bothered about what people say about them or their business at all. And so if they want to deliver a pitch fest, then that is what they will do. And I don't, I'm not going to judge anybody for doing that, I know numerous people, and that's how they make a serious amount of dollar by creating these very pitchy events. It's just not my cup of tea. It's not my style. And so I lead with value value value. Then there is a pitch and then there is more value. And this is really important to me because at these types of events I have actively said to existing clients, are you coming?

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I want you to be there. I want you to listen to this. This is going to be amazing for you. And I want them to feel like even though they are in a programme, they're in a high ticket program and they get me on a daily basis anyway, that it is worth investing three days of their time to come and receive the information in a different environment. Sometimes it's completely new. Sometimes it's a refresh of what we have already done and whether it is the former or the latter, it doesn't matter. I want them in that new environment to receive it in a different way and feel like this was such a useful, powerful, and meaningful addition to my schedule that I already have with Suzy. That would not happen if I was only focused on getting the sale. You know, I want it to be an incredible experience for whoever attends, whether it's the first time that you have ever attended something like that for me, or you come to every single one.

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And what's amazing is that the tickets for the Quantum Shift, so we're no longer doing The One Live, the new event in January, which is going to be a hybrid, which actually, when I say it it blows my mind, because the vision that I have for this event in January 2022 is yeah, it's already formulating and it feels huge so the beautiful thing about it being a hybrid is that if we, for whatever reason can't do it live, then everybody can just watch it online. So yeah, I feel super excited about elevating this experience once again, knowing that there will be people there that have been three years in a row, I can see from the people that already bought tickets. And that just makes my heart explode. It also means the pressure is on to deliver, but I can handle that pressure. So the fourth element to creating a successful event is the sales piece.

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And as I've already alluded to, I think that a lot of the time, these one, two, three day events get a bit of a bad rap because you just feel like you're being sold to right throughout the whole event with no content, no content or value added in between. So that is one thing that is super important if you want to be able to sell without slime. I think that that is what I'm really talking about there, I don't have any problem with people pitching. And I think that it is irresponsible not to pitch your services when you know that you can help people. And there is always a way to do it, that you can ensure that you're staying within your own integrity and you're still offering value to the people that are there, whether they're going to buy or not. And other key thing that you can do to increase revenue before you do an event is to have a VIP option.

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And we didn't do that this time with The One Live, we did do it last year and it was great. We did a VIP q&a beforehand in person and then we also did a lunch and it was only the VIP's that got the swag last time. So we didn't include that option, but it's a great way to offset your costs, especially if you are in a physical venue. Although saying that because of the fact that we still hired a venue and we had a

camera man, and we did our swag boxes, the costs for a live in person versus live virtual event, were not that different for us. It was around the £20-25,000 mark. And then finally we offer in the room event bonuses so that we incentivize people to make a decision or book a call before the end of the event.

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So we might not necessarily speak to everybody before we close the doors on a Sunday, but everybody who is interested in something and wants to have a conversation with a team has booked a call. They are incentivized. And then people who make a decision during the weekend are also incentivized. Whether that is time with me or during this event, we gave away Bitcoin starter packs because you know, a big part of The Freedom Experience is learning how to create wealth freedom. So for the people who already know, for the people who come into the event, like 'I am ready' those bonuses are great extra incentives for people to say, yes let's do it now. And of course, when you get people in the room who say, yes let's do it now, it gives other people the courage and confidence to ask the questions that are coming up for them to see if the experience is going to be a great fit for them too.

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So that's another powerful reason for you to encourage people to take the next step or at least ask the questions about taking the next step in the moment. So, what are the four key areas for running a profitable event? So the first is all about creating moments. The second is creating connection. The third is killer content and the fourth is sales piece.

So I hope that this has been super useful and inspiring for you when it comes to your events. Money-wise this event brought in over £400,000 in revenue. I don't know if I said that at the beginning of the talk. So it was very profitable and just a super beautiful event to be a part of.

So if this was good stuff for you, please hit me up on Instagram and let me know what you thought, what your big takeaways were. And if you want a little bit more back and forth, I am live every Thursday over in the quantum success hub on Facebook. So please come along and say hello. It would be great to see you. And please remember that faith plus action equals miracles.

Faith + Action = Miracles