

TOP 10 WAYS TO UTILIZE YOUR SPONSOR TICKETS

1) Email your list (no matter how big or small)

- Plan at least 3 emails
- #1 Initial announcement
- #2 Did you see this?
- #3 Last chance to grab a ticket



2) Personally call all your clients / customers and share the value of attending

3) Contact 3 people from your contacts that you met at an event – means they value events

4) Post on social media (remember do NOT say FREE!)

5) Offer a “special gift” if they come

- #1 A session with you
- #2 One of your products
- #3 Meet for drinks one night



6) Ask friends/colleagues/center of influences in Charlotte to make an introduction between you and other biz owners

7) Let people who say yes know you have more tickets – do they have a friend?

8) Make an effort everyday – The secret to “butts in seats” is daily activity, a daily goal, and not giving up

9) Use the power of your own experiences and share what you’ve learned or how you’ve grown

10) Ask for help. Contact your promoter/host to make sure you have all updates and materials constantly and consistently



Remember people are “yes” until you hear “no” - keep following up and following through



Don't be afraid to reach out often – you are likely bringing a fellow sponsor's ideal clients into the room at the same time they are bringing yours. It's in your interest to bring as many qualified buyers into the room as possible.