

Event Type: Small Group Intensives



Level of Difficulty: **D D D D D**

Prime Directive: Generate significant revenue while serving committed clients

Secondary Benefits:

- Create opportunity to up-sell into high-end masterminds, continuity programs and private consulting/coaching services
- Fill other, larger events
- Cultivate pre-qualified referral opportunities
- Deliver faster, measurable results for clients
- Wash-rinse-repeat cash-infusion opportunity



Ideal Size:

5-6

if solo

8-12

max with co-leader



Budget Needed:

\$4,000-\$6,500
(and up)



Lead Time

3-4 month

Target Audience:

- Entrepreneurs and small business owners
- Mid-level professionals
- Senior managers
- Rising stars
- Niche experts



Venue Options:

- Bed & breakfasts
- Boutique hotels
- Executive clubs
- Country clubs
- Chambers of commerce

Fill Strategies:

- Sales calls
- Qualified referrals
- Speaking
- Sponsoring
- Email marketing
- Offer as up-sell to entry level program



Logistics & Team Support:

- Typically 2-3 days in length
- Customer service (registrations, cancellations and questions)
- At least 1 team member on site
- Light audio/visual
- Participant materials
- Catering
- Post-intensive client support



\$\$\$ Monetization Strategies:

- Event registrations (\$2,000 - \$10,000)
- Up-sells and cross-sells
- Discovery sessions for bigger opportunities

BONUS TIP: Have attendee's complete pre-work in advance in order to optimize face-to-face time