9 QUICK & EASY STEPS

TO AN INSANE HIGH CONVERTING *SECRET GIVEAWAY CHALLENGE*

STEP 1

IDENTIFY A CAUSE EVERYONE BELIEVES IN
(EX: COVID-19)

The approach...

The event focuses in locally owned CLT businesses. *"Support local CLT Businesses"*

NETWORKING EVENT

FREE

Register Today!

Charlotte Local Trends

@cltlocaltrends

HEIST BREWERY AND BARREL ARTS

1030 Woodward Ave, Charlotte, NC 28206

01 IDENTIFY A CAUSE EVERYONE BELIEVES IN
(EX: COVID-19)

The approach...

The event focuses in locally owned CLT businesses.

"Support local CLT Businesses"

N E T W O R K I N G   E V E N T

Charlotte Local Trends

FREE
Register Today!

@cltlocaltrends

HEIST BREWERY AND BARREL ARTS

📍 1030 Woodward Ave, Charlotte, NC 28206

FIND 5 LOCAL BUSINESSES WHO YOU LIKE AND TRUST

The approach...

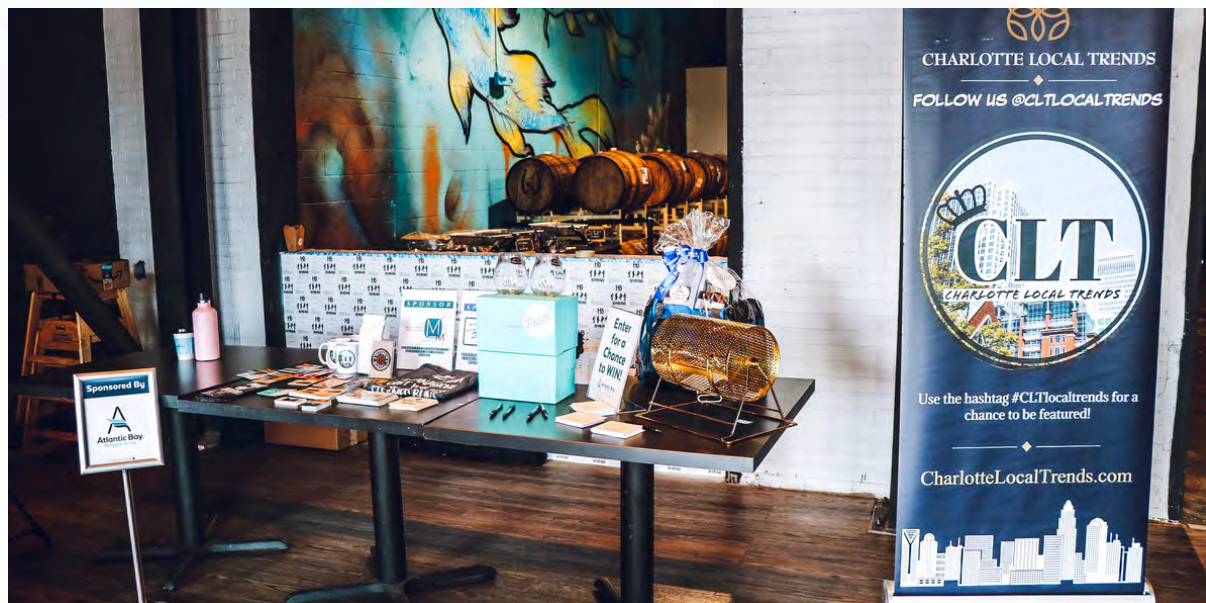A bakery, local chef, popsicle bar, steak house, and a cupcake store.

FIND A LOCATION TO HAVE AN EVENT OR
HOST AN EVENT IN A FB GROUP

The approach...

We picked a brewery, because, well, everyone likes a brewery. Look for a private room, open common area, the most *OPEN & INVITING*. This will create a buzz with everyone else at the brewery.

04

CREATE LANDING PAGE IN KVCORE TO
## CAPTURE REGISTRANTS

The approach...

Submit your name and number to be entered into the raffle. Showcase the sponsors to give them value. Make sure to create a hashtag for the event so you can follow up afterwards.

05 COLLECT MARKETING MATERIALS TO PROMOTE THE EVENT

The approach...

Create eventbrite link. Open rates are 43% on average. Have some photos that show us supporting local business.
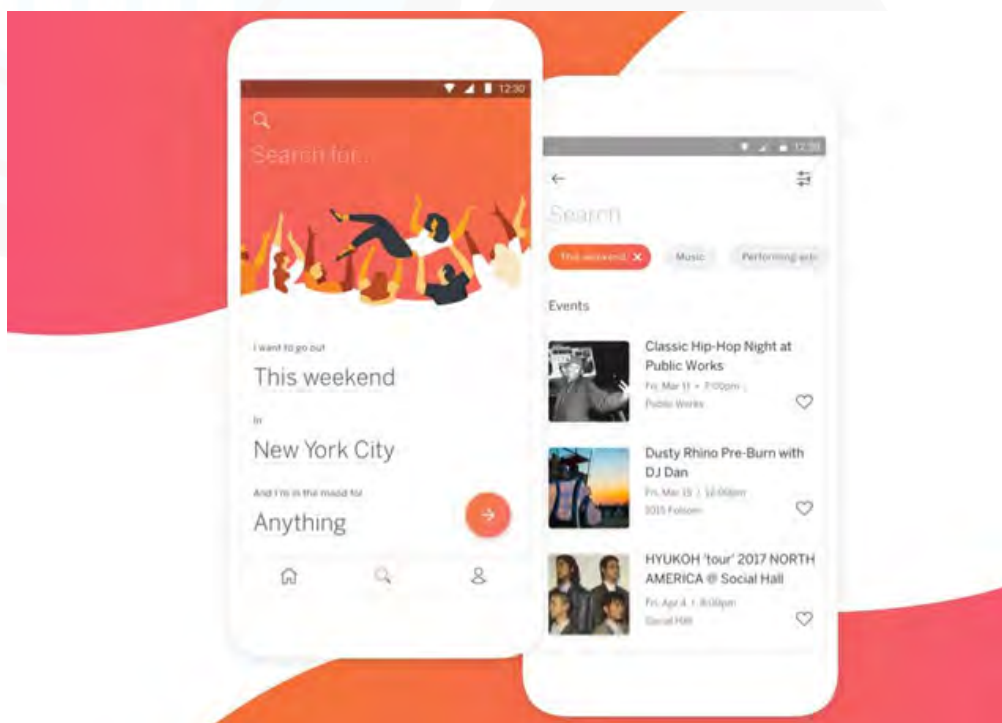
06

SHARE WITH YOUR SPHERE & PARTNERS.

THEY WILL SHARE W/ THEIR AUDIENCE.

The approach...

Provide graphics for your sponsors and partners to share. Make sure your social media handle is on the graphic and mention the cause. Write up a message to copy and send to each partner. Don't overthink it.

07 TAKE PHOTOS AT EVENT

The approach...

We asked a local photographer to take pictures for us and in return he could sponsor the event for free. Make sure to get pictures of all the sponsors and the winners of the raffle so you can send to your partners and create social proofing.

08

POST PHOTOS ON SOCIAL MEDIA AND
TAG YOUR PARTNERS IN THE POSTS

The approach...

Post, tag and share with your partners so they can do the same. Create a message to send the pictures to each partner with specific instructions to tag you guys and thanking them for participating in the event.

09
CREATE FOLLOW UP EMAILS IN KVCORE

The approach...

Send a follow up email thanking everyone for attending the event. Mention the sponsors and where they could connect with you or the sponsors after the event.

RESULTS

TOTAL INCOME: $27,912

Throwing an event is an effective way of connecting to your agents and expanding your network.

At the actual networking event we had 150 people, got 100 leads, 3 buyers, 1 seller, an agent recruit, and countless new RAVING FANS and relationships.

HOW???

HOW DID WE DO ALL OF THIS WITHOUT SPENDING A DIME?

We asked 3 sponsors who booked the room, brought value, donated items, and paid for the food.

Positive publicity and boost business relations. Sponsors are looking for these opportunities. It's up to you to create them!

FREE Live Training

In This **Free Webinar**, I Will Take You By The Hand To Show You <u>How To Attract More Leads</u> And Build A **High Converting Sales Machine** With kvCore

FREE TRAINING

How To Attract More Leads And Build A High Converting Sales Machine With kvCore

with your host: **Nick Macri**

Push The Red <u>Easy Button</u>...
To REGISTER NOW!