

AMAZING
DIGITAL EVENTS

7

TOP

SUCCESS

TIPS FOR

PROFITABLE

DIGITAL

EVENTS

1

Call them “Digital” or “Online” Events.

Digital events are 100% real and should be considered that way. “Virtual” implies that your event is not real—which sets the wrong tone and mindset.

When you do a live digital/online event, you can make a massive impact on your audience and transform their lives and businesses, so keep that in mind as you create your pro-grams. It will shift your perspective, which will have a strong, positive impact on the way you intentionally deliver your program.

Case Study



Every Friday evening, Nancy Hand holds her version of “Happy Hour” in her gourmet kitchen as she bakes her famous sourdough bread.

People Zoom in from all over the world to her “Kitchen Studio”, where we all hang out together, share stories and post-week debriefs.

Case Study



**The bread is real,
the people are real and
the experience is totally
real. There is nothing
“virtual” about it.**

**Nancy looks forward to her Friday evenings,
as do her many global guests.**

How can YOU create such intimate connections?

**Join us for the next PRIDE Experience and discover how you can Produce
Ridiculously Irresistible Digital Events that Generate Wealth.**

Learn More About PRIDE Here

2

Don't Overdo the Tech.

The great thing about online events is that you have everything you need. All you need is a Laptop, Wifi and Zoom and you're in business. Your event isn't about technology.

It's about connection. So don't focus on tech—focus on content and connection. The more you focus on tech, the less you're focused on your audience—and the greater chance you have of alienating them. Camera angles and fancy “Hollywood” effects don't matter. You heart connection with your audience does.!

Case Study

**Chuck Wojack
has been managing
the AudioVisual
production of Live
Events for decades.**



[Watch full Video](#)

When Covid hit, Chuck and his company wisely pivoted from hotel-centric events to digital ones, producing the technical elements of events with thousands of participants from around the world. Chuck totally LOVES all the tech toys (in fact, he leads the “Tech Tuesday” sessions for our SAFARI program).

3

Don't Overdo the Tech.

You should be focusing on providing value to your audience, so have a team help you with your tech and operations. You would never do everything yourself in a physical meeting room, so don't do it yourself in the online arena.

Consider hiring a “concierge” to be sure you're properly fed and hydrated during your events. It's a huge lifesaver for you! Ensure you have a support team to monitor your chat messages, answer questions and assist with the sales process.

Case Study



Watch full Video

My PRIDE Experience (Produce Ridiculously Irresistible Digital Events that Generate Wealth) is a 3-day deep dive into how to create massive impact (and income!) from the digital stage.

I'm on camera for 10 hours a day—with barely a break! There's no way that I can feed myself, properly hydrate myself and communicate with the production team if I was home all alone.

Case Study

The solution? I've hired friends who serve as the "Kencierge" (a cute play on words, I admit!). Matt, Bob or Michael arrive about 30 minutes before the event and make sure that I have my tea and water. They have a direct WhatsApp line with my producer, so I can get instant messaging if I need to run long, shorten things up or make announcements.

And they have a quick meal ready for me at break time. This is the most effective way for you to be at your best...so once again, your focus is on the most important thing—serving your audience!

Want to learn more and discover the "secret hacks" that I've developed over the past 39 years selling millions of dollars on physical and digital stages?

Click here for a super-special, time sensitive invitation!

4

Don't Be Boring!

You need to be animated. Turn your TV on with the volume off and notice how often the camera shifts. You'll go nuts if you try to recreate that experience—so don't focus on constant action, but DO plan to get up, stretch, move around and have your audience do the same.

Show slides, videos and other attention grabbers.

Be yourself...show your fun side (imagine your audience just guests at an intimate dinner party at your home).

Case Study



We often get people up dancing and stretching and doing fun things like scavenger hunts.



[Watch full Video](#)

This clip may give you some ideas of what you can do at your events.

5

Engage Your Audience.

Use breakout rooms, call out your audience (“Love your backdrop, Cindy”, “Your cat is adorable, Sally”, for instance), ask questions, ensure that your audience has their cameras on.

Check out the chat—refer to it so that everyone knows you’re watching and that they’re seen.

Case Study



Watch full Video

This is a skill that's easily learned. If you're using Zoom, simply look at your audience and call them out by name.

If Betsy has a nice backdrop, mention it. If you see Tom laughing, acknowledge him. If Millie's son enters the frame, comment on how adorable he is. The most important thing you can do is make your audience feel that they are being SEEN. They need to know that you care and that they matter to you. That's how you create a loving connection, which leads to better attention, retention, transformation and revenue!

6

Feel Confident That Your Audience Will Stay With You.

If you're engaging your audience and providing massive value, they will stay for hours and hours.

Be sure to give people breaks and incentives to return on time. So rest assured that you DO have the time to provide the programming that you want to de-liver.

Case Study

Have you ever been having fun with someone and the next thing you knew, many hours had passed? It can be the same “timeless” experience with digital events, too.



Watch full Video

My events frequently run multiple hours.

Check out this video from my producer, who was caught commenting on a hot mic about how long we were going without a break. Yes, your people WILL stay and if they need a bio-break, they'll just take one (often bringing their laptop with them to the toilet!).

7

Be YOU.

Just because you're broadcasting on video doesn't mean you should be acting. Be real. Be yourself. Show your heart and your vulnerability. Connect with the hearts of your audience and you'll find your results will be amazing.

Your attendees want to experience YOU—not a plastic version you.

Case Study

The key to any great communication is AUTHENTICITY. Your audience really does have built-in “BS Meters” and they know when you’re not being yourself. You’ll find that the more transparent you are...the more you reveal your humanity and your true self, the more they’ll identify with you, love you and buy from you!

This may be a challenge if you’ve experienced yourself as shy and reserved. However, the more you let go of those fears, the more fun you’ll have. It’s true! When your audience is “getting you”, they’ll be more responsive and more cheerful. And that good time feeling is addictive...which means it will continue to grow. And THAT means your impact...and income... will grow, too!

Case Study



These are just a few of the things to keep in mind to ensure that you have a highly engaging, transforming and profitable event.

They may seem basic, but you'd be surprised at how many sea-soned experts have failed miserably when they moved to the digi-tal stage. Wanna learn more and discover the “secret hacks” that I've developed over the past 39 years selling millions of dollars on physical and digital stages?

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ON YOUR FIRST
NEXT DIGITAL EVENT**



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