



50 Ways to Fill Your Event Seats

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Your Event Seat Filling Mantra #1:

Don't market one way to get 50 people in a room. Market
50 ways to get one person in the room!

Your Event Seat Filling Mantra #2:

Start earlier than you think you need to!

Your Event Seat Filling Mantra #3:

Follow up, follow up, follow up!

1. Have Pricing Tiers (Retail, Take Action, Early Bird, Super-Early Bird, VIP, etc.)
2. Offer a Payment Plan
3. Offer a bring-a-friend option
4. Offer limited bonuses
5. Gift tickets to current clients
6. Include a ticket with another program or product purchase
7. Do a preview teleseminar or webinar
8. Email campaign – seeding, save the dates, solo emails with CTAs (call to actions)
9. Have your guest speaker(s) promote
10. Use direct mail
11. Promote it through your ezine/blog/website
12. Offer some kind of bonus that's very special (and that they can't get elsewhere)
13. Offer affiliate commissions
14. Offer special pricing to past clients
15. Have your sponsor(s) promote
16. Host a short video series (ex: 3 tips that lead to your offer)
17. Offer a scholarship campaign

18. Do a mini-preview event (tour stop)
19. Have Joint Venture partners
20. Ask prior attendee referrals
21. Post on Facebook Profile
22. Post on Facebook Page
23. Post on Facebook Groups
24. Create a Facebook Event page
25. Create Facebook Event Group (public)
26. Run Facebook Ads
27. Post on Twitter
28. Post on Pinterest
29. Post on Instagram
30. Post on Snapchat
31. Post on Google +
32. Host a Google Hangout
33. Promote in Memberships/Organizations
34. Post in LinkedIn
35. Post in LinkedIn Groups

36. Do LinkedIn Local Search + Personal Outreach
37. Recruit Social Media Ravers (people who rave about you and love to share your stuff!)
38. Create an event on Event Brite
39. Post on online event listing calendars
40. Publish in offline local calendar of events
41. Publish Local Ads
42. Put up and pass out posters/flyers
43. Do direct mail
44. Drum up local business support
45. Submit press releases
46. Do media interviews
47. Use hashtags
48. Do speaking gigs
49. Do personal outreach
50. Do a 'pay what you can' campaign