I'M INTERESTED! NOW WHAT? 6 WEEKS BEFORE EVENT 3 DAYS BEFORE EVENT 1 HOUR BEFORE EVENT

- 1. Secure Territory
- 2. Get Target List
- 3. Pick a Date
- 4. Sign Agreement
- 1. Confirm Ads/Invites
- 2. Submit Payment
- 3. Receive customized
 Presentation &
 Script
- Review and
 Confirm Registrants
- 2. Gather Materials
- 3. Confirm Follow Up
 Process
- Confirm Set Up and Process with Staff & Get Ready to Wow the Crowd

1 MONTH AFTER EVENT 1 WEEK
AFTER EVENT

WITHIN 24 HOURS
AFTER EVENT

1 HOUR AFTER EVENT

- 1. Review Your Client Activity Tracker
- 2. Discuss Sales Results
- 3. Confirm Launch
 Date for Next
 Seminar
 Ads/Invites
- 1. Review Sales Materials
- 2. Discuss Sales Opportunities
- 3. Pick Next Seminar Date
- 1. Send Attendees
 Thank You Email
- 2. Add No-Shows to Automated Marketing Campaign
- 3. Confirm
 Appointments
- 1. Debrief with your internal to discuss registrants, attendees, appointments, and next steps