Welcome to. So here's the thing, the podcast for small business owners, entrepreneurs, and creative educators who are ready to take their business to the next level through candid conversations, tactical approaches, and a few unpopular opinions. We're lifting the veil on what it takes to build both a life and a business that you love.

I'm your host, Laila Imadi, a coach for creatives and founder of the Creative Educator Academy, where I help entrepreneurs step into the role of industry leaders and educators. I'm so glad that you're here. Now let's jump into today's episode. Hello, hello. So today's episode is all about what I would do if I could go back in time and tell myself how to prepare, to try to sell out an event, whether that's a conference, a retreat, a workshop.

Um, honestly, the things I'm going to cover on here, you could even apply and should be applying to any program that you want to sell as an educator. And I got this question from an ask me anything that I did over on Instagram. And I had an educator actually had a couple of people ask, you know, how are you selling things out?

How are you running a profitable business that includes events? Because these people who were asking me were struggling to basically just to kind of break even on their event sales. And I totally get it before I jump into the few things that I would tell myself if I could go back in time. I will say.

Okay. Bye. You know, I always like to give just the caveat of everybody's businesses look different. And this year, in particular, this summer, if you're listening to this around the time that it, it releases, we're in the summer of 2024. And a lot of people I've talked to are struggling to sell. I actually did a poll in response to this question that same week.

And I asked, you know, who all is having a hard time selling that normally wouldn't like who is business as usual. And it was something crazy. Like 97 percent of people who answered the poll were having a harder time than usual selling. So if you are struggling to sell. Some of the things that I'm going to tell you, like, I want you to take that with the outlook of maybe it's not something that's wrong with my program or my event or my sales page.

Maybe it's just that this is kind of a hard time to sell and I need to pivot, you know, that's totally fine too. So the first thing that I would tell myself if I could go back in time and if, if I having the knowledge I have today, um, and, and this came about by the way, because I just recently sold out, um, the, uh, I don't

know, fifth, sixth, I don't even know what number I'm on of the next level retreat.

And we have sold out every single retreat since the first, the first one, obviously there wasn't even a cap. It was just kind of like, let's get some friends together and test this thing out. But ever since then we've sold out without any issue. And a big part of that is because I had a huge influx of alumni of people who have already gone through the retreat returning to come do the retreat again.

And I want to be really transparent in that because I think that there is something to be said about getting a few things under your belt, getting people in, getting them to experience the magic and then having them want to come back and having them bring a friend every time they come back. Well, yeah, I mean, It's simple math, right?

It's, it's going to be an easier sellout. So I did want to make you guys aware of that. And that's really been great for me. Now, the interesting thing about this retreat is that it is majority new people. So that's going to be really interesting. And I think it's because I took a really big break between my last next level retreat and this one.

And so I think a lot of the alumni have. Either worked with me in different capacities. Maybe they've moved on and found another educational route they're pursuing. Maybe they've changed their entire businesses. I've had a couple people completely change what they're doing in business. And so obviously it's not going to be a right fit for everyone.

100 percent of the time. So I did actually experience some of the same things that I'll tell you to do. And that would be one, I would give myself like a bigger prelaunch window than what you're seeing people who have a more established and ready to purchase audience do more than what you're seeing them do.

So for example, and I'm, I'm saying this as humbly as I can, because I I'm not, If you, if you've been around here a long time, you know, I don't have like a massive audience, but I do have a loyal audience. And like I said, I've done this for many years. And so I do have a lot of people that want to come back.

So this launch was very low lift for me, but if this was the first time I was launching, An event I would be giving as much of a prelaunch as possible. I would be telling people what's coming. I would be talking about the process. I would be letting people see behind the scenes and in that same time, and this is key.

So like, this is something you should definitely jot down. Think about stow away in your brain, but. At the same time you're doing your prelaunch work. So at the same time that you're doing things really publicly, I would also be growing as many relationships privately as possible. I would be approaching people who I think would benefit from working with me or benefit from attending whatever event it is, or they would be the perfect fit and it would be so good for them.

I would be. DMs not to sell. You guys know how I feel about that. If you don't go back and listen to the previous episodes about how much I despise selling in the DMs. But I would be striking up conversations. I would be interacting with their content. I would be establishing a relationship so that they know who I am and they, and they understand where I'm coming from and they get the genuine sense that I care about them because I do.

And hopefully you do too, especially as an educator. So that would be like the main thing I would tell somebody to do is as much pre launch work as possible, but then taking it a step further and really establishing relationships. And you can scale this, you guys, like this doesn't have to just be for an intimate retreat like mine.

Obviously we cap ours at, you know, 16 to 18 people max. And so and I, I have to, it's a higher ticket thing, so it's harder to sell sometimes. But at the It's less people, however, you can still scale this and be establishing these relationships with multitudes of people at a time by interacting with content, like I said, calling people by names when they're commenting and you're commenting back, you know, just really making an effort to humanize the sales process.

And I, I, it's interesting, I don't really hear a lot of people talking about that, but I have found in my personal experience that when I do this, the ROI is so much higher Transcribed Then any ad spend than I've that I've done now, that's not to say that it will always be this way. Of course, you know, if you're selling something that is many to one or one to many, I'm mixing up my phrases here, but generally speaking, that ROI has been so much higher for me.

So that's what I would encourage you to do. If I could go back in time and give myself. Some insight that would be the insight I would give. And I would also just say, don't give up, you know, especially with events, you've got to try to do them a few times. You've got to be able to pivot and change lanes and just change up the way that you're doing things and really let people experience, like I said, the magic that you're crafting for them in order for people to understand.

What is yet to come. Now I could make this the longest episode ever, but I promised it would be snack sized. So I'm going to wrap it up there and we'll do a full length episode next week. See you back here on the show. For show notes and resources mentioned on today's episode, head to so here's the thing podcast.

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Thanks so much for listening and I'll catch you on the next episode.