Finding your first ten clients

12 · The Business of Event Planning · about 12 minutes

Referrals, venues, vendors, associations, content, and the one offer that converts. A 90-day plan.

Before you start

The event you are applying this to (real or the running gala example):

Date · guests · budget envelope:

Work through the objectives

1. Build a 90-day client acquisition plan

2. Partner with venues and vendors

3. Create an offer that converts

Apply it: three decisions for your event

DECISION	WHAT YOU CHOSE AND WHY	OWNER / BY WHEN

Check your understanding

Venues refer planners who

A strong first offer is

Answers are on the lesson page after you take the quiz.

One line to remember