

NEW

Live Events Are DEAD!



...and here's what you can do about it!

LIVE EVENTS ARE DEAD!



Welcome!

Give yourself a big pat on the back for signing up to receive this Special Report!

I suggest you print it out, grab a pen to make notes with (I prefer red), get a cup of coffee, tea or water and instruct your team, staff or family not to interrupt you for the next 15 minutes. (Yes, it's THAT important!)

In fact, reading this report will very likely be the most important time you spend on your business all year!

By the end of this report, you'll know:

- **2 big Social and Economic Trends that Are Affecting the Workshop, Seminar & Retreat industry...** and how you can use these trends to serve more people while building a lucrative, lifestyle friendly business!
- **A simple mathematical formula for creating “Enlightened Wealth”** (and why this is the ONLY kind of wealth you want to focus on creating, long term).
- And I'll share **the best way to structure your live event business** so you can help a lot of people and make a lot money while maintaining your integrity.

Before we do that, I want to talk to you about the very survival of your personal inspiration, your desire to make an impact in the world, and your ability to earn a lucrative income doing what you love.

Which I'm guessing... is helping other people.

There is a dangerous rumour floating around, and I want to set the record straight.

If you are a healer, holistic practitioner, yoga teacher, coach, author, counsellor, a person who deeply cares about making a positive difference in the world and is working hard to make a lucrative living transforming other people's lives.... you have to listen!



That might sound dramatic but stick with me.

I'm 100% real and I've got a long track record making a lot of money, and helping a lot of people in the healer-helper-teacher field. In fact, at this point, I feel like I've got my finger on the pulse of what is going on out there, and have earned the right to give a little guidance.

My name is Callan Rush, and I've spent the last 7 years teaching coaches, counsellors, healers, authors, holistic practitioners, workshop, retreat and seminar leaders – people I call 'Luminaries' – how to make a lot of money while making a massive positive difference in the lives of others. I've got thousands of students all around the world, and they've made millions of dollars.

And how have they done it?

Through leading live workshops, retreats and seminars. And that's why I get a little amped when I hear people passing around the rumour I alluded to a second ago.

The rumour is that...

Live Events are Dead!

They are harder than ever to fill. People aren't interested in attending them anymore due to all the virtual events happening. And, the time where you could make a lucrative income leading events is over

Like any rumour, this one IS based on a kernel of truth, but it got all twisted and exaggerated in translation.

The truth is that SOME Live Events ARE Dead. For example...

PITCHFESTS are dead. You know what I mean. The old school events that make a promise, don't deliver... and then try to sell you something else! Or the ones where the content is interrupted every couple of hours so someone can make a pitch for something!

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WIDE & SHALLOW seminars are dead. These are those massive seminars that reach a wide group of people in terms of volume, but in terms of transformation, they're barely skin deep!

FAST FOOD WORKSHOPS are dead. These are events that are poorly designed and delivered. They have no real content. You might meet some cool people, but in the end, nothing sticks to your ribs (as my Grandma used to say). There may be a lot of hype, but in the end there is no substance. These events are like fast food – they taste kind of good going in, but you are left wanting something more nourishing afterwards.

The events that are hard to fill... the ones that are ineffective... the events that have people feel jaded, skeptical, and hesitant to register in the future are THESE KINDS OF EVENTS.

And they are giving good live events a bad rap.

But it Doesn't Have to Be That Way!

In this report I'm going to show you that the kinds of live events I lead and guide my clients to lead are very much alive.

I call these events, LUMINARS!

They are live seminars and workshops led by Luminaries, experts in their field, who care enough to go narrow and deep in terms of transformation for their participants... and who take the time to design and deliver their events with content and care.

And I'm going to show you why NOW, more than ever before, is the best time to lead live events.

Here's My Promise To You!

If you are currently leading live events... either as a way to attract people to your business or as a sole source of revenue, you're about to get re-inspired, re-invigorated, and re-assured that YES, you are on the right track!

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In fact, in my eyes, you are a true Luminary, a hero or heroine that is stepping out and positively contributing to the planet in one of the most impactful ways, at one of the most important times in history. **And I'm going to show you how to make it even easier for yourself.**

If you have been thinking about leading lives events... maybe you're a teacher, a coach, an author, or just an amazing person with a big, bright message, I'm about to share the potential of the path you are considering! And I'll show you how to make it happen quickly and easily.

I speak from my personal success and experience, but I'll also show you the research that backs up the fact that, right now, Live events (Luminars) are the single best way to positively affect a lot of people at a deep level, while earning a very lucrative income!

They are easy to fill, and I am going to show you how.

They're fun to lead, even if you're not a natural public speaker.

They are incredibly lucrative!

Who Can Benefit From Leading Live Events?

My clients lead events on all topics!

- ✓ Nutrition
- ✓ Money
- ✓ Relationships
- ✓ Business building
- ✓ Personal power
- ✓ Massage
- ✓ Health and wellness
- ✓ Dance
- ✓ Martial arts
- ✓ Yoga
- ✓ Environmentalism

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- ✓ Financial planning
- ✓ Travel
- ✓ Retirement

And that is just to name a few.

Why Should You Listen to Me?



How did I get here? It's interesting. I have degrees in both Psychology and Education and started my career out as a public and private school teacher... teaching everything from Kindergarten to Grade 12.

But as I saw my class sizes get larger, and my access to resources go down, I decided I wanted to step outside the 'system' and positively impact lives in another realm.

I wanted to keep teaching just not in the traditional way. So I transitioned to working for one of the largest Personal Growth Seminar Companies in the world.



I did everything from putting out chairs, to passing out handouts, to taking out the trash!

Working behind the scenes and at the back of the room, I had the great fortune to witness thousands of people across North America get deeply transformed by those events.

I quickly got promoted from my back of the room role, to the front of the room. I started getting personal mentorship from the owner of the company as I acted as his assistant.

He mentored me, and before I knew it I was working on stage alongside him.

He is a multi-millionaire, best-selling author, and a man with a great amount of heart and business savvy. He encouraged me, inspired me, and one day I decided I wanted a room of my own. So I quit working for him to start my own workshop company.

And, right out of the gates, it flopped.

I couldn't get 5 people to attend my events. I tried everything from switching topics, to changing titles, to moving back to my small hometown where I knew a lot of people.

And, after a particularly dismal failure where I tried to promote an event I was hosting for an entire year and ended up getting only 17 women to show up... I had a realization.

I could be the best teacher on the planet with degrees and mentorship coming out my ears, I could have the most important message, **I could even have the cure to cancer and none of it mattered** unless I started to learn how to magnetize the people who really needed my message to my business.

That's when I started to study. I attended every seminar, workshop, webinar & teleclass I could find on how to fill, design, deliver and sell life changing, lucrative events.

Things started making sense to me.

I then started mentoring with a gentleman who had consulted with some of the biggest seminar leaders in the industry on how to fill their events. He taught me everything he knew about magnetizing an audience.

Six months after starting my learning journey I offered another event. And... not only



did I sell it out, but **I made a quarter of a million dollars in just 3 days!**

That launched my business – and since then – I haven't looked back.

My company, Leader to Luminary Training has grown by 50% every year since I opened my doors. Last year, we had our first million dollar year!

I have the incredibly good fortune of showing other healers, holistic practitioners, authors, coaches and other workshop leaders how to not only choose the content for their workshops, retreats and seminars... but how to pack them with the exact perfect people.

And how to design and deliver them in a Mesmerizing and Monetizing fashion. Because of that, we continue to grow and reach more people. It's awesome!

Live Events are the single best way to reach a lot of people, and make a lot of money and the time has NEVER been better to get in. Let me show you the proof.

$$W^3 = V \times I$$

Okay, let's start with that mathematical formula. $W^3 = V \times I$. What does it mean?

W^3 stands for Enlightened Wealth... which is the only kind of wealth I'm interested in. And once you understand what I'm talking about, it will be the only kind of wealth you want as well.

Let's break it down, starting with W^3 .

I use Wealth to the power of 3 because in order to feel truly wealthy, 3 elements have to be in place:

Impact



Element #1: Impact

Impact refers to knowing you are making a positive impact in the lives of other people, and it's a major component of feeling wealthy.

Something magical happens with the LIVE GROUP experience; bonding, connection, multiple perspectives, learning from one another, sharing, making friends, community building...not feeling like you are alone in the world.

While some of the value comes from you leading at your live events, a lot of the value comes from what your participants give each other!

Live events transform people at the cellular level. What else is cool in terms of impact? The changes people make, the shifts they have, the new intentions or goals your participants set have a way better chance of sticking when they are witnessed live during their process of transformation.

That's just basic psychology!

When people are witnessed by their tribe shifting or making a commitment to a new way of being... they are WAY more likely to sustain that shift, and follow through on that commitment.

What's more? The investment is high when people travel to events and therefore the return is also high! They are invested, and so they take their results seriously.

You just can't beat live events for positive, deep, long lasting IMPACT. Okay, here's element #2.

Inspiration

ELEMENT #2 is Inspiration:

Inspiration as I use it here, refers to the feeling of personal fulfillment you get knowing you are making a change in someone's life, and seeing it first hand, right before your very eyes!

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Something happens when you SEE the changes you are making in someone's life, live and in person. It is soooo fulfilling. It keeps you fueled long term in your business!

At my recent Magnetize Your Audience Live event, where I help workshop leaders write education based marketing that attracts their ideal clients to their events, we had a closing circle.

Spontaneously, the group pushed me into the middle and gave me a standing ovation. I could see on their faces how much the weekend had changed their lives. They glowed with empowerment, encouragement, and had the tools to move forward and grow their workshop business. They could now see how it was possible to live their dreams.

I burst into tears of gratitude.

It was an amazing feeling seeing the results of my own hard work. I do this work for that exact reason. To encourage people, just like you, to know they CAN live their dream of making a great living through helping people. And workshops, really ARE the key.

And... element #3 is:

Income

ELEMENT #3 of Enlightened Wealth is Income:

Wealth is not wealth without the money component. You need to be doing something that earns you a living that allows you to live the lifestyle you desire and deserve. That allows you to do what you want, when you want, and with whom.

And you just can't beat the leverage of offering products, programs and services to a bunch of people LIVE in a room.

Impact. Income. Inspiration.

These are the elements of enlightened wealth! Now, let's look at the rest of the formula because W^3 is a factor of $V \times I$.



The V in the formula stands for **Volume**.

Volume refers to amount of People you're able to work with at any given time... How many clients are you serving?

HOW MANY people are fortunate enough to work with you... being served by your particular knowledge and expertise? Volume refers to the amount of people being transformed by your message, your products and your services.

The 'I' in the Formula stands for **Intimacy**. Intimacy refers to the degree to which you are being close & personal with your clients as you share your message and serve them.

Do they feel connected to you? Like you truly care? Can they see and trust your humanity? What is the DEPTH to which you're able to Impact and Transform each person that you work with?

Let's look at that formula again and put it all together!

“Your potential to create ENLIGHTENED WEALTH is a factor of the VOLUME of people you get your message to, times the INTIMACY you create with those people!”

Again, “Your potential to create ENLIGHTENED WEALTH is a factor of the VOLUME of people you get your message to, times the INTIMACY you create with those people!”

Let's apply the FORMULA for WEALTH to a few examples, just so you can see it in action.



EXAMPLE #1:

1:1 Sessions

Many healers, Holistic Practitioners, coaches, counsellors, body workers offer their solutions in one on one sessions. These are great for lots of reasons! And I encourage you to still include these in your business if you love to do this kind of work.



But you'll see, as we use our formula, offering 1:1 sessions only will cap your ability to create Enlightened Wealth.

The Intimacy with a 1:1 sessions is hard to beat... but there's only so much time in a day, and you only have so much energy to give out. In other words, the volume is extremely low.

High Intimacy x Low Volume = Low Wealth

If we use our Formula, we can see that High Intimacy times Low Volume still equates to a low potential for wealth.



EXAMPLE #2:

Teleclasses & Webinars



Many Coaches, Practitioners & Entrepreneurs host teleclasses, webinars, and other virtual events in the hopes of reaching more people with their message. And these can be awesome as well.

I was on a recent promo teleclass that had thousands people on the line at once! And it was good. With today's technology, the Volume on teleclasses and webinars can be very, very high.

And, the Intimacy, while not great, is a little higher than sending a message out by email.

Usually however, the level of personal interaction between the facilitator and the people on the phone or computer is very low when the volume is high. The ability to deeply serve each participant in an intimate way is severely handicapped.

Low Intimacy x High Volume = Low Wealth

To use our formula, the volume of teleclasses and webinars can be very high, but

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intimacy will suffer.

The result? On average, teleclasses and webinars will still yield a low result in terms of Enlightened Wealth potential. High Volume x Low intimacy is still going to equal a low potential in terms of Enlightened Wealth.

So, what do you do? You do this.

Lead Live Events!



Live events and programs are the sweet spot that allows you to keep your intimacy HIGH, while keeping your volume HIGH... and therefore, your personal inspiration, income and positive impact in the world also remains high.

Using our formula...

High Intimacy x High Volume = High Wealth

When you are live and in person with people you can create great intimacy. And... you can do this with a large amount of people at once.



Here's Why NOW Is The Time To Start Leading Live Events!

Earlier I stated that NOW more than ever is the best time to get in the game, and start leading live events if you aren't already.

How can I propose this?

Well, I'm going to zero in on the top 2 reasons, or more accurately, the top two TRENDS that make now the right time to get started.

The first trend is what I call, the **GATHERING TREND**.



We currently live in uncertain times. Politically, economically, socially, environmentally,

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and for many people – personally. Things are shaking up, changing quickly, and adversity abounds.

And, what else is true? From time immemorial, to now, and well into the future – there is one thing human beings do when times are uncertain.

WE GATHER! Human beings find safety in numbers. We grow & feel safe when in connection. We are SOCIAL ANIMALS! Pack animals!

We have the natural URGE to MERGE!

That's why, while other businesses tanked during the recent economic downturns, our workshop and live event business GREW! And continues to do so.

In shaky times like these, community becomes more & more important to more & more people. We want to connect. We want to gather.

That is why things like Facebook, Twitter, LinkedIn and Meet Up are doing so well! People want any excuse to reach out and touch someone!

And what do I say?

Leverage this trend! Create a place for your clients and potential clients to gather. Allow them to learn, solve problems, be inspired in a group setting.... and earn a great living while you do that!

You know, it doesn't even matter what kind of business you have! You could be selling anything from coaching, to real estate, to relationship advice to ball bearings... and you should still be figuring out a way to offer a live, educational gathering to educate, inspire and do commerce with your clients and potential clients!

It is crazy not to go with what is already happening out there!

It doesn't matter if you are not sure what to make your events about – with a little help, I can show you how to get your message or solution out of your head and onto paper where it will become the curriculum for your life's work, and workshops. I've done this for hundreds of people.



Let's talk about the second trend.

Now the second TREND and researched reason live workshops are such a great thing to be in right now is that to a certain extent...

Women Rule The World!



Sorry guys! Here are the facts...

- ✓ There are approximately **150 million women in Canada and the USA** alone!
- ✓ The women have close to **\$5 trillion worth of buying power!**
- ✓ And... **women make over 80% of all consumer decisions** right now!

That is a TON of purse power!

What does this mean for you? It means you must have a specific strategy in place to sell and market specifically to women. And the REALLY good news?

LIVE EVENTS ARE DEAD!



Leading workshops, seminars and live events is the BEST WAY to reach women. Why? Because women, (who do the majority of buying) LOVE to do things together!

From shopping, to working out, to eating out. We even go to the bathroom in twos!

Women LOVE to GATHER! So when you set up a SOCIAL CONTEXT where this massive economic force can gather, learn, talk, have fun... they'll buy from you.

Many marketers think they need to use PINK in marketing to attract women. I say, "Think Link – not Pink!"

LINK women together at live workshops, networking events, and seminars. When you do, they will BOND with one another. When they bond with one another in your presence...they bond with you and your business.

In other words...

“When they BOND, they BUY!”

Create a great gathering, show these ladies a good time... and not only will they buy, but watch them tell 10 or 20 of their friends, partners, colleagues! Women are great word of mouth marketers. If they like something it's not long before all their friends and family hear about it.

The most successful, 'Women-Centered' companies of all time capitalized on workshop/events for decades: Mary Kay, Weight Watchers, Avon, Party Lite Tupperware.

They all gathered women together for decades, to Inspire, Entertain, Educate ...and SELL in groups.

And they all had totally different products, programs & services! *Skin care, Weight loss services, Make up, Candles, Cookware, Business services.*

Regardless of what your product or service is... you can create a way for your clients to gather in community at an in-person workshop... make a big difference in their lives,

LIVE EVENTS ARE DEAD!



while you earn the income you desire and deserve.

Aside from some of the traditional topics people lead workshops around – like relationships, money, health, personal power, investing, real estate, business building – there are some other very cool examples, of very big companies that are getting in the game.

For example: One of the most successful Yoga Clothing Companies of all time is a Canadian company called, Lululemon. Lululemon actually moves the clothing racks over and hosts events on all kinds of topics, right in their store!

This adds massive value to their clients, and of course conditions their clients to come back to store again, and again... *and feel good while they do it!*

Expand your idea of what a workshop is, and with my help, let's tackle how to set up your revenue model so it is easy for you to leverage them. In fact, let's talk about that piece right now.

One of my big secrets, and what has allowed me to help so many people, make a great living, and still have a balanced life has to do with what I call our...

SPIRAL REVENUE MODEL



Spiral Revenue is a precise way of organizing your program path, in this case, the sequence of your workshops or events, to create optimal, long-term, cash and client flow into your business.

A Spiral Revenue Model is a specialized, logical way of sequencing your offerings so



you earn the maximum amount of revenue for the least amount of effort, and the most amount of integrity.

You've likely heard or experienced the fact that it takes way more energy to enroll a brand new client, than it does to offer something else to a current client.

A SPIRAL REVENUE MODEL leverages this fact in a very real way. It is the theory behind how to ORDER what you will offer your specific audience STRATEGICALLY to optimize your business success over time.

There is one COMMON and COSTLY mistake business owners and workshop leaders make when trying to decide what programs to offer, when.

I call it the... **SELF FOCUS PHENOMENA.**

Self Focus is when the 'business owner' creates workshops or programs based on what THEY KNOW about.

Here's an example of how this one plays out. Many well intentioned people want to offer live or virtual events to serve a particular audience. This is smart but how they go about it often isn't.

They often start by asking themselves, "Hmmm.... What do I know about? What can I offer the world?"

Then, they create a list of things they know about, or have experience or training in. From that list, they create a workshop, retreat or seminar on that topic.

If they are lucky, they'll attract some people to a live or virtual space for an inherently valuable event on that topic. They'll do a good job solving a problem at the event. And, at the end of their event, they understand they need to sell people something else.

So, they again ask themselves, "What else do I know about that I can teach these people next?"

Then, they create a product, program or service on another topic they know about and try to sell that.



This is the basis of the funnel business system.

Please understand. ***“What do I know about?”*** is the **WRONG QUESTION...** and asking it will make it very difficult for you to build a successful business.

You see, if you keep building products, programs and services based on what YOU KNOW ABOUT or have experience in without considering a logical path for your clients...you'll work super hard to sell one program, and once it is consumed, you'll have to work equally as hard to sell the next one, and equally hard to sell the next one!

This cycle will continue until you burn out or go out of business.

When you ask, 'What do I know about?' the focus for building your business is on YOU! As entrepreneur, you must understand that your job is solve problems for people at a profit.

And you need to have some sort of logic or sequence to what problems you solve first, second and third. And that sequence needs to be based upon what problem the client needs solved first, second and third.

Instead of focusing on what you know about, or can offer to the marketplace you focus on a specific group of people – what I call a 'Specific Audience' – and you focus on the problems they are facing.

This what will allow you to have your first time clients walk into your first event, and stay with you for life, taking all of your other programs with very little selling involved.

Spiral Revenue has you create your program offerings so the first solves the first problem they are facing. The second solves the second problem they are facing. The third offering solves the third problem they are facing. And so on.

In order to deepen your understanding of how this works, let's use a concrete example.

For ease of explanation, I'll build a Spiral Revenue model for a Nutrition Workshop Business.

Let's say your 19 year old son heads off to college. You've done a great job of raising him, but you've also been primarily responsible for cooking his breakfasts, making his



lunches, and prepping most of his dinners over the years.

So, let's focus on how a Nutritionist might start to build a series of workshops to serve this young man using the Spiral Revenue approach.

If she follows my advice, she'd ask, "What is the first problem this young man is facing?"

Problem #1 – He is anxious and wondering how he'll do all alone, at school, without his Mama! He's never had to cook for himself. He never had to shop for himself.

He's anxious to prove his independence, do well at school (especially considering you are footing the bill)... and make Mama proud.

Suspecting all this, our smart Nutritionist decides to offer an Education Based Presentation, a mini afternoon workshop at the College this young man is attending.

She calls the talk, "*3 Common Mistakes First Year College Students Make That Lead to School Failure...and Disappointed Parents.*"

She puts some posters up, and advertises in the school paper and this young man sees it and says, "Wow! This is for me! I was just thinking about this! I gotta get to this talk!"

Unbeknownst to him, this little talk is put together by a clever Nutritionist.

The title hooks his attention as it calls him by an Egoic label he identifies with.... and speaks to a specific problem that was keeping him up at night!

He shows up at the talk, learns a ton including the idea that GOOD NUTRITION is the GOLDEN KEY to doing well in school... and thus, making Mama proud.

When you eat well, your body and brain functions well. This allows you to study better, learn and retain information faster and thus, get better grades!

After the talk, he is wondering – well, how the heck do I eat better? I don't even know where the grocery stores are – let alone how to shop for food!?"

Lucky for him, at the end of the talk, there's information about a program he can get involved in that will teach him the first steps to good nutrition. Namely, how to shop for



healthy food.

Workshop 1 is called... Navigate The Grocery Store: How to shop for yummy, nutritious food, on a budget.

Your young son happily enrolls! At the program he learns where the local stores are. He learns a system to shop for great, healthy, yummy, food. He learns how to stay within his budget.

He does his first big 'shop', and now has a cupboard full of nutritious food. Now our nutritionist is NOT going to ask, "What else can I sell this guy?"

Nooo!

She knows that she must make her business Client Centered. She also knows that inherent in this solution is a new problem! **A cupboard full of food... and no idea how to cook it!**

The clever nutritionist knows this, and offers him a chance to enroll in her second program.

Workshop #2: Basic Cooking Skills: How to Prep Easy, Healthy Meals.

In the program he learns to make Mac and Cheese. He can now heat up Soup. He can fry eggs and make a salad. He has a solution to his second problem.

And again, the nutritionist knows that inherent in that solution is a new problem. She knows he will quickly become bored with basic dishes... and when he spots a cute co-ed across the dorm who shows interest... he knows he can't impress her by making her Mac and Cheese!

The clever nutritionist knows this as well. That is why she offers...

Workshop 3: Advanced Cooking Skills: Prep Fancy Meals That Impress!

In this program, he learns how to make fancy dishes that impress his new girlfriend – and his mom.



The spiral of programs for the Nutritionist's model looks like this...

Marketing Content: *"3 Common Mistakes First Year College Students Make That Lead to School Failure...and Disappointed Parents."*

Program 1: Navigate the Grocery Store

Program 2: Basic Cooking Skills

Program 3: Advanced Cooking Skills

Please Note: the nutritionist didn't ask herself, "What else do I know about? I'll make a program on that."

Instead, she asked, "What is the next problem this young college kid is facing?" She kept her focus on her Specific Audience, and she created a program based on what he needed.

Can you see the brilliance in choosing your program path this way? It's really the only way to ensure your workshop business is lucrative, changes lives, and grows easily.

If you are new and just deciding what to offer you must keep the Spiral Revenue Model in mind. If you already have workshops you should take a second look at how they are sequenced.

It may be a little painful to re-structure, but if they are not organized around Spiral Revenue, you could be working too hard, for way too little.

Remember, when deciding what to offer your Specific Audience don't ask, "What do I know about?"

Instead, ask, "What is the first problem my Specific Audience is facing?" This first problem will be your Top of Mind Problem and your first program will offer the solution for this first top of mind problem.

And, inherent in every solution, is a new set of problems.

So, instead of asking, "What do I know about?" when deciding what to offer next, ask, "What is the next logical problem my Specific Audience is facing?" Then create a program that solves that next logical problem.



Lather. Rinse. Repeat.

Spiral marketing is about creating a logical, problem-solution-problem-solution-problem-solution program path clearly sequenced and informed by what your Specific Audience needs, in the order they need it.

Once you get the first program in the spiral (also called your front end program) full of your perfect clients, you can rest assured that your other paid programs (called your back end programs) will also be full!

Your first time clients will become lifetime clients because you'll be solving their problems one at a time, in the order they face them!

By the way, in my next report I'll show you exactly HOW to get that first program full. I'll give you the tools to Magnetize Your Audience to that first event.

But let's crunch some numbers, and see how your Spiral Revenue Model could work for your Live Event Business.

On the first rung of your spiral, let's say you decide to do 4 events per year.

You attract a small group of 20 people to each event. Each of these people pay a tuition of \$1000.00. On the first rung alone, you'd earn \$80,000.00.

<p style="text-align: center;">20 People</p> <p style="text-align: center;">(20 x 4) X \$1000 = \$80,000.00</p>

Let's say that a third of the people who take your first program, go onto the second program... which you offer 2 times per year.

That means 13 people in each event. Let's say they invest a little higher tuition of \$2,000. That is an additional \$52,000.00 per year.



20 People

$$(20 \times 4) \times \$1000 = \$80,000.00$$

13 People

$$(13 \times 2) \times \$2000 = \$52,000.00$$

Finally, let's say 10 of those 26 go on to your third paid program, offered once per year, at \$5,000.00 per person. This would be another \$50,000.00 per year.

20 People

$$(20 \times 4) \times \$1000 = \$80,000.00$$

13 People

$$(13 \times 2) \times \$2000 = \$52,000.00$$

10 People

$$10 \times \$5000 = \$50,000.00$$

All together you'd lead 7 events per year, and earn \$182,000!

That's a six figure business, with you leading less than one event per month. Not to mention close to 100 people served. By you!

You CAN do this. And if you are serious about helping a lot of people, while making a

LIVE EVENTS ARE DEAD!



great income, you should do this!

What's next? Well, once you decide to go for it with Live Events, you'll want to know the following.

In more than a decade of working in the workshop and seminar field, I've learned that EVERYTHING you need to be successful in this business falls under 3 categories, or 3 skill sets.

There is literally, a 3 part formula that once you learn and implement it will guarantee your success in this industry.

Each part of the formula starts with the letter M... and these "3 Ms" are the secret to making a big difference in the world, while making a big income doing what you love.

Now if you thought the spiral model was cool, in my next report I'll walk you through that simple "3 M" system for building a lucrative live event business.

It is what I've used to make millions and help thousands of people around the world. It's what I show my clients as well.

I'll walk you through each of the M's, and show you which to FOCUS ON FIRST. If you implement them out of order you'll cripple your business and struggle unnecessarily.

Thanks for reading! I hope you got some value... and I hope you are seeing the wisdom in leading live events.

If so, I'm excited to help you! It would be my honour.

I created a video where I teach the concepts in this report in even greater detail. I strongly suggest you watch it for maximum results!

[Watch The Training Video Here](#)

Until Next Time... BE BRILLIANT!
Callan Rush xo