



## Running Workshops is Fun

+ a great way to create leverage in your business

But oh mama - they can be tough to fill sometimes!!  
What is your number one fear? An empty room?  
Mine too!!

And let's agree – it's not so easy to get those bums on seats by just putting it “out there”

So what is it that stops people from coming to learn from your experience? ...

They don't know you – and they don't know why they need to come along.



*Even free events can fail.*

**So let me share the 7 steps that have taken me from zero to fully booked rooms all over the country in less than 6 months.**

# 7 Steps to Fill Your Workshops

- 1** Find local people on facebook RUNNING events and invite them to your workshop free of charge (Tip: Click Event Tab in FB and look for people with events with good numbers)
- 2** Be active on Facebook groups giving a lot of value consider running competition to giveaway a free ticket to your workshop (Tip: search for keyword in FB, click on Group tab for suggestions of relevant groups)
- 3** Get multiple speaking gigs to upsell to your workshop (Tip: Book in for FM Half Day Business Workshop for **SHORTCUTS to speaking gigs**)
- 4** Promote your workshop on meetup, facebook, Eventbrite, Sticky Tickets to reach existing audiences
- 5** Create facebook event on all your pages and groups and invite your friends (**Discover why this will always work** – at the FM Business Workshop)
- 6** Get out to a lot of Meetups and invited the organisers to your workshop free of charge! This long term helped me fill up next workshop, always think about the bigger picture. (Consider providing a lucky door prize to make a connection with the organizer)
- 7** Start a meetup the right way – 3 out of every 4 meetups fail (Tip: Book in for FM Half Day Business Workshop to **avoid empty meetups**)



*Elizabeth Campbell says...*

*I always wanted to be a speaker but just didn't know how to find speaking opportunities or the right audience for me. Turns out the answer was right in front of me!!!*

*Francesca's training was the missing link that helped me BOOM my Business. I've already organised 11 successful events with over 30 people in the room and FULLY BOOKED workshops!*

Love a shortcut?

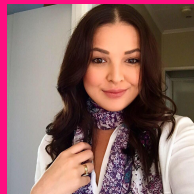
*Come along to my next*  
**FM Half Day Business Workshop**

At this workshop you'll discover how to:

- Fill your events
- Sell out your workshops
- Land Guest Speaking gigs

If you're serious about any of these for your business - then be sure to book in for the next workshop near you.

**Yes! I want to BOOM my Business!!**



*Priscilla Skippington says...*

*I LOVED the workshop and was just buzzing to join Francesca at her 2 day Follow Me Intensive Workshop and to become part of her Meet up Mafia.*

*At the end of May 2016, I have already been running successful events and workshop! I even had to hire a virtual assistant to help me out because I get too many enquiries since then!*



**Francesca Moi** is known as the Meetup Queen, MAFIA Academy and Empowering Events CEO.

She is famous for her infectious energy and she is also known as the crazy Italian lady.

She grew a 6 figure business from scratch by using her proven and successful strategy to merge Facebook and Meetup groups. She helps business owners with an already-successful time-for-money 1-to-1 model BOOM their business through social media and events.

Francesca loves teaching at her FM Half Day Business Workshop how to build a community through Facebook and Meetup, and create a successful marketing funnel to have fully booked workshops and events.