

Generate New Business by Hosting Events



FEMME BOSS

IDEAS FOR EVENTS TO HOST:

- Throw A House Warming Party For A Client
- Host A Book Club
- A Happy Hour.
- Partner With A Business & Cross Market For An Event
- Host An Entrepreneur's Night Networking Event With Working Professionals.
- Holiday Parties
- Kids Holiday Crafts
- Business Women's Dinner/Lunch Club
- Yoga or Belly Dancing
- Adult Hip Hop Class
- Work With A Charity To Raise Funds, Sponsor An Event
- Ladies Night
- Painting With A Little Bubbly Event
- Bible Group/Religious Meet-Ups
- Gardening Club
- Events For Moms & Kids
- Community Potluck
- Dinner Party
- Crafting Event/Club
- Photography Club
- Foodies Club
- Mommy & Me Events
- Mommy Spa Dates Hair/Nail/Make-up Night
- Client Appreciation (Past Clients Bring A Friend!)
- Jewelry Party and/or Giveaway Party

GRABBING THEIR INFO!

You will want to gather their information, use these ideas to get the information of the people you have attend your event so you can follow up with them.

- Try doing a free raffle for a valuable item - They will put their information on the raffle ticket, raffle the item at the end, and BAM! You have a ton of people to follow up with.
- Create an Eventbrite account so that people have to RSVP for FREE, you'll be able to get their information that way.
- Use The Girl Boss Check In Page that comes free with your membership and have an iPad on a table, and have people check in so you can enter them into a drawing for a prize.
- Create an event on Facebook and have them RSVP, you can followup with them via Social Media.

—> Be sure you actually follow up with these guests and then put them in your CRM. Follow up with them regularly, book a lunch date to chat, build a relationship with them, send them items of value, etc.