



MAXING OUT YOUR NEXT FINANCIAL EVENT

IN 5 EASY STEPS

colin
ryan



Hi!

I'm so glad this guide found its way into your hands. Why? Because if you're reading this, I know you're a caring adult who understands the importance of financial education.

Let's face it: **you can't help them if they don't show up.**

In this guide I'm sharing the tools and the strategies I've created in collaboration with my clients over the years - all with the goal of helping you increase attendance, have greater impact and build the credibility of your program.

If you have any questions, please don't hesitate to reach out.

Thank you for helping provide financial education to those who need it!

Colin Ryan

A handwritten signature in black ink that reads "Colin". The script is fluid and cursive.



STEP 1:

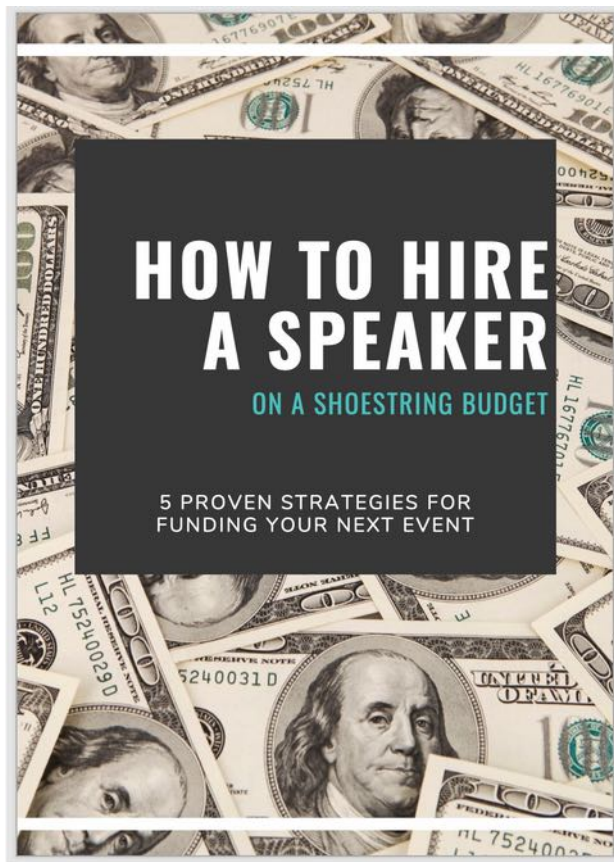
BOOK A CHARISMATIC EXPERT TO SPEAK



An outside speaker or author offers instant credibility!
When the speaker is funny, entertaining, has a powerful story...
these things send the message "this financial presentation won't
be boring, depressing, or a waste of my time!"

**Note: Steps 2-5 will also work with one of your in-house
presenters or guest speakers.**

RESOURCE: If budget is a challenge, reach out and we'll send
you a copy of our free **Creative Funding Ideas Guide**.



STEP 2:

MARKET YOUR WORKSHOP CREATIVELY



Market the workshop as a one-time-only, do-not-miss event. Use a professional headshot, a catchy title, include a quick positive review, and make the date, time and location so prominent someone can register them in a glance. Imagine they are walking by the poster or scrolling on the webpage – you’ve only got a second so keep the text to a minimum.

RESOURCE: We provide custom poster templates like these.



STEP 3:

COMBINE FORCES



Link up with another office to share funding and promoting efforts. If you're a college/university, think about co-funding and co-promotion opportunities with these college offices: Career Development, Financial Aid, Student Advisory, Campus Activities Board, Business Department, Office of Health Promotion and Well-Being, Student Life, and Student Affairs. And don't forget about nearby foundations, banks, credit unions, companies who would consider sponsoring.

RESOURCE: We have an email template you can use to make an intro & request.

Sample Language for a Co-Funding or Co-Promoting Request

This is merely sample language. Use/modify/shorten/rephrase this any way you want!

Hi _____,

In our efforts to help make our community more financially literate, we want to bring in Colin Ryan. [Colin is a comedic financial speaker and author](#) who speaks to audiences about the power of managing money to build the life you want.

What drew us to Colin is that he uses comedy, storytelling and practical advice to help the audience build a plan to achieve their dreams in life. And he's been speaking in this unique way for more than 10 years.

We really believe in the importance of financial literacy, and we want to see it presented in a way that really connects with the audience, and we want to include lots of people who might not attend a traditional finance workshop.

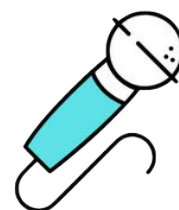
{FOR CO-SPONSORING REQUEST} We don't have the full resources to bring Colin to speak, and we want you to consider co-sponsoring his speech. Would you consider providing \$_____ to help us cover the speaking fee and travel?

{FOR CO-PROMOTING REQUEST} Nothing is better than personal invitations to get as many attendees as possible at the event. We believe people will go once they know it will be a safe, fun, and inspiring message that is super-relevant to their financial challenges and goals. Would you consider helping us by co-promoting this event? If so, we have materials to make this easy and quick to do.

Please let us know if this is something you would consider, and thanks so much for your time!

STEP 4:

USE AN EVENT REGISTRATION FORM



A short form designed to be really fast to fill out is a great way for you to collect students' email addresses and their current #1 money question. Send out a week or two in advance of the event, plus follow-up with them afterwards to find out what ideas it sparked and what they want to learn more about. In other words, nurture your relationship with them and build trust.

RESOURCE: We have a simple & customizable registration form you can use.

colin ryan

Register here for: "A Courageous Guide to Money" with Colin Ryan

Complete this short form to let us know that you'll be joining comedic financial speaker Colin Ryan for our event on _____ (WEEKDAY, DATE at TIME in LOCATION).

Feel free to share a financial question you have at the bottom of the form.

Your email address *

Your answer

Your first and last name *

Your answer

What is your #1 financial question at the moment?

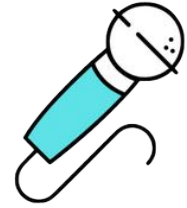
Your answer

Submit

Clear form

STEP 5:

MAKE WORD-OF-MOUTH REALLY EASY



No form of marketing is more convincing than reviews from people LIKE the audience you're reaching out to. Three ways to make word-of-mouth easy:

1. Invite registrants to invite a friend and offer a gift card or incentive for doing so.
2. Place a quick testimonial collector on the seat of every attendee, and then pause 3 minutes before the end to get them to fill them out. Use these to promote your next event!
3. Send a shareable post to your registrants and to your co-funding/co-promoting partners, with the text & graphic all done and ready, so they can just cut-and-paste-and-share.

RESOURCE: Our testimonial collector tool makes it easy to collect feedback you can use to promote your future events.

Testimonial Collector | Colin Ryan

Coaching with Colin Ryan > colin@colinryanspeaks.com and www.colinryanspeaks.com

The most trustworthy form of marketing is to read a review from a person like you.

If you're considering attending a speaker's workshop, you care what a past attendee thought. If you're considering booking that speaker, you care what another organizer like you thought about working with that speaker.

As a speaker, testimonials work to our advantage so well, they are like marketing magic. But remember this: you need a testimonial way, way more than the person you're asking needs to provide one.

So you have to make it easy!

- Ask 1 question instead of 3 if it's the only way to get an answer.
- Make your evaluation half-a-page instead of a page.
- Pass out a half-sheet like the one below and stop 3 minutes early before time is up so they have time to fill it out.
- After your event, email any organizer who booked you for a sentence on what they thought.
- If they don't respond, call them and say "You talk I'll type."



Now take that language and turn it into a website asset, put it in your speaking one-sheet, share it proudly.



Now print page 2 and cut it in half for the audience, or email Question 1 to an organizer.

These coaching materials are part of Colin Ryan's Approachable Expert™ coaching program | 1

EVALUATION of (SPEAKER'S NAME)

Your Name: _____ Your Email: _____

Please rate (speaker's) presentation (circle): Not Helpful | Good | Outstanding

What did you like (or dislike) about (name's) style of presenting, and how was this presentation helpful (or not helpful) for you? (please answer in 1-2 sentences)

Anything (s)he can improve/was (s)he unclear at any point? (If yes, please explain)

What was the most useful part of the presentation? _____

EVALUATION of (SPEAKER'S NAME)

Your Name: _____ Your Email: _____

Please rate (speaker's) presentation (circle): Not Helpful | Good | Outstanding

What did you like (or dislike) about (name's) style of presenting, and how was this presentation helpful (or not helpful) for you? (please answer in 1-2 sentences)

Anything (s)he can improve/was (s)he unclear at any point? (If yes, please explain)

What was the most useful part of the presentation? _____

Want even more ideas for getting attendance? We have lots more and we're happy to share them with you!

If you would like to talk about your next event, or you would like ANY of these free resources, click the button below to schedule a call so Colin can support you!



COLIN RYAN SPEAKS

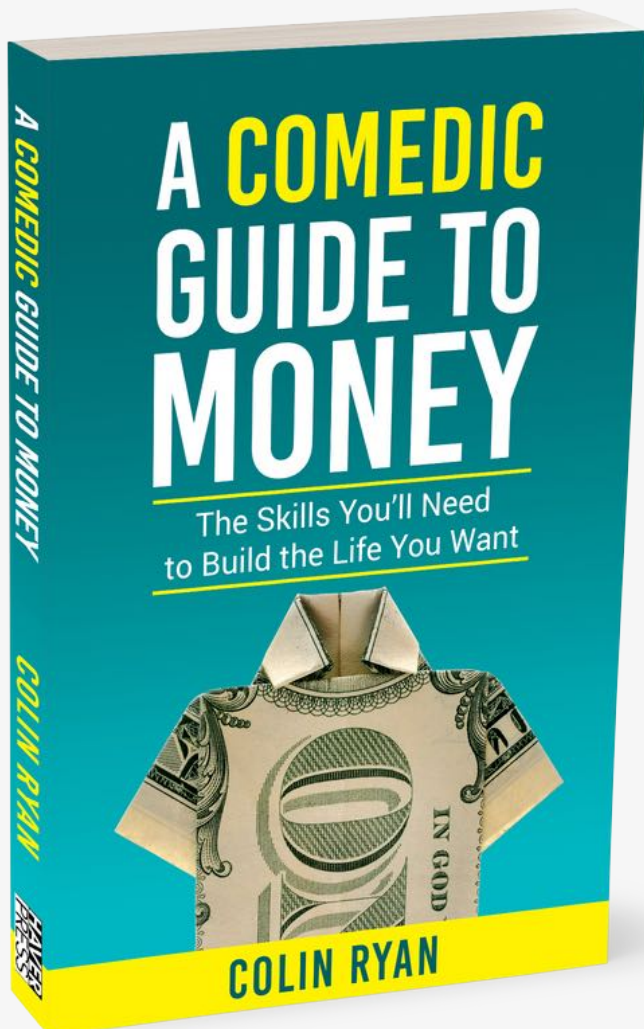
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FREE BOOK!

**We would be happy to send
a free copy your way!**

**Just send an email with the
subject line FREE BOOK to:
info@ColinRyanSpeaks.com**



***"Financial literacy is
an incredibly
uninteresting topic
and can lead to some
anxiety. This book
created a comfortable
environment to talk
about personal
finance, which was
amazing."
Tyler C, Student***