

episode 157

[00:00:00] **Katie Hornor:** Hey, everybody. Welcome back to the For Your Success podcast. I could not be happier with the guest we have today. Um, this is someone who has been an inspiration to me personally, has been an inspiration to our business has really helped us grow over the last 12 to 16 months. And I'm so thrilled to invite you in, to get to know someone that I consider.

A mentor. Now, this is someone who, um, whose business faced a huge challenge when the world went crazy last year, um, like most of us and has overcome it in a big way. I'm thrilled to have blue Melnick here with us from Sage today to talk about how we can launch these high ticket offers. Welcome to the show Blue.

[00:00:42] **Blue Melnick:** Thank you, Katie. I so appreciate that introduction and it's an absolute pleasure to, to be here with you and to talk to your.

[00:00:51] **Katie Hornor:** So our audience is all into launching our courses and programs and high ticket offers. And this is what you guys do day in and day [00:01:00] out. You and your lovely wife. Berry Baumgardner.

Um, and so tell us, how did you end up in the business of helping other people launch their businesses in this way.

Well, it's

[00:01:12] **Blue Melnick:** interesting. Um, you know, we've been in business since 2004 and my wife Barry actually started the business. And I like to say that I married into it. Um, but essentially she started, um, as an event planning company and she wasn't sure if she was going to do.

Uh, wedding planning or if she was going to do more corporate meetings or associations or what, and she kind of fell into, uh, a, an event with a company by the name of Glazer Kennedy Insider Circle, which is one of the early pioneers in the online information space. And. That led her to a, a client, uh, by the name of Allie Brown.

And, um, that led to a whole [00:02:00] series of clients in this space. And essentially what we realized is our entire business. Wasn't actually an event planning business. We were a business that was helping. Our audience create

purpose or our clients create purpose-driven paydays, uh, which is to say they, they host an event for three days.

They serve at a really high level, and those that are ready to take the next step through a high ticket offer. Do, and it essentially. Allowed our clients to sell for, you know, three days and serve for 362. Um, and, and that's why we coined the phrase, a purpose driven payday, because it's not just about the money, it's about the service and being able to, not only for us serve our clients, but then allow our clients to serve their clients.

And that ripple effect that is created by.

[00:02:54] **Katie Hornor:** Okay. And anyone who's ever done any kind of a launch knows how much work it is, what a blessing to be [00:03:00] able to, to launch less frequently and then pour your whole heart into doing what you love doing. Because I don't think there's any of us, if we're honest who loved the selling part of it.

Right.

But, but like this,

[00:03:10] **Blue Melnick:** because we want to serve, we all do this because, you know, we want to be able to impact our audience in some way. And, uh, that, that imp while, while the transformation does come from the transaction, that's not actually the transformation, the transformation, what is, what happens.

The transaction.

[00:03:27] **Katie Hornor:** Yeah. Yeah. I love that. And so this was a, this was a rip-roaring company. Uh, I mean, you guys have hosted some of the biggest events that I've ever been to in, in the industry of the online knowledge, space, and, um, people who, who have those kinds of businesses, uh, and then COVID hit and suddenly we're not allowed to have in-person events anymore.

Tell us what that would like for you.

[00:03:52] **Blue Melnick:** I'll tell you, um, it was five days of really, really scary, um, you know, in, [00:04:00] from, from March 15th when a national emergency was declared in this country, uh, In in the United States. I know you're not here with, um, but here in here in the United States, uh, uh, March 15th and emergency national emergency was declared around the same time,

basically the entire country shut down and over the course of the next, you know, five to seven days, every single call that Barry I fielded with somebody saying that they were canceling their event or that they were moving it to 2021 at the time.

And literally over the course of seven days, our business evaporated. Because somebody's moving their event to 2021. Doesn't do us any good in 2020. So we had a real kind of, you know, deep discussion, probably a long walk on the beach, um, as we normally do to make our big decisions. And that decision was. Do we try and do something else or do we do what the entire event industry is doing, which is furlough in their [00:05:00] team and shutting down temporarily and saying, don't worry, we'll be back.

Um, and you know, we really love our team and we realized that if you furlough them, you're going to have a hard time hiring them back because they're not just going to hang out at home and eat bon bons and wait for you to call them and say, okay, let's put the band back together. Right. They're going to go try and find another job.

And. You know, so we made the decision, let's try and pivot. And we were lucky enough that I had what I call a shower moment, which is I was taking a shower and I had this idea for a virtual event that could be different than what we had experienced previously. Cause pre COVID. Virtual events. We're just live streams.

There's nothing wrong with the live stream, but they don't convert. They don't create those purpose-driven paydays that in-person events do. And I had this idea. So what if we were to put somebody on a stage and allowed them to stand and allowed them to present and allowed them to interact with their audience in such a way [00:06:00] that it was almost like they were virtual, they were in.

Right. Put them in front of a bank of televisions that where they can see, you know, 800 people simultaneously and actually engage in or interact with them. And I drew it out on a napkin and I told Barry about it and she said, that sounds cool. Can we do it? And, um, Three weeks later. Um, April 3rd, through the fifth, we hosted our first virtual event in this manner.

And, uh, it was a roaring success that event. Um, you know, we, we documented everything and I, we had statistics on every possible thing you can imagine. And the moment that event ended, actually before that event ended, I was already talking to clients who had canceled events later on in the month and also in early.

Telling them about this thing that we were doing that was seeming to be pretty cool. And we would tell them a little bit more about it. Cause it may be a way cause they didn't want to cancel their events. Right? Our, our clients generated these purpose driven paydays through their [00:07:00] in-person events. So they didn't want to cancel, they were forced to, right.

So when we discovered this and we found that. We had four times the audience, we had a, um, a 20% increase in profit on our first one, our increase in gross revenue on our first one and a 50% increase in profit year over year, like comparing an in-person event to a virtual event. When we took those numbers to the next few clients, they all were like, that's awesome.

And that led to us having a conversation with, uh, Dean Graziosi. We sent a message to Tony Robbins, small world, and Tony Robbins then wound up in our studio. He was supposed to be there for 30 minutes. He was there for four and a half hours talking to us about what we were doing and how he could potentially turn his.

In-person event into a virtual event. And, you know, the rest is kind of history that led to just an amazing year, um, and actually in a, in a weird [00:08:00] way, the, the best year from a business perspective. And I'd like to qualify that from a business perspective, the best year we've ever had in 2020, and that continued in 2021.

Um, and hopefully for the foreseeable future, but it's, it's been a wild ride.

[00:08:17] **Katie Hornor:** Yeah. And it's that question? The entrepreneurial thing is what can we do? How can we pivot, you know, this isn't working, what else can happen? And I think the important thing for those who are listening or watching this today is, is what he said there with.

We have the data. We have the statistics, we tracked everything right? When your business stops being a hobby and starts being a business, it does. So when you learn to read the numbers and make your decisions by the numbers, and I think it to have that kind of, uh, you know, to have that kind of stuff, I was at that first event in April and I re you know, you'd only done a couple of them by, by that point.

And I remember the statistics just blowing us away. Which was one of the reasons [00:09:00] that I signed on to be coached by you guys on how to do live events and in our program, in our business.

[00:09:05] **Blue Melnick:** Yeah. Well, and, um, thank you for that. And yeah, it's, it's really been quite, quite the, like I said, quite the roller coaster and it's amazing how things continue to change, but at the same time, um, I think the thing that's most important and most valuable is in the end.

Those virtual events that we've been producing really are we say about 80% the same as the in-person events, right? So we were able to take 16 years of experience of creating these purpose-driven paydays for our clients, where we had generated about \$700 million over the course of 16 years. And then in the last 16 months using really 80% of the same strategies, the difference is mostly technology and touch points, right?

How do you interact? It's a little bit different. And of course there is some differences from a technology standpoint, but the strategies are all exactly the [00:10:00] same. And in the last 16 months, uh, having produced, you know, 62 events and generated over \$300 million, it's been, it's been pretty awesome. Um, and, uh, and then, and then being able to.

Um, have a program for, for folks like you and all of the. Well, the events we've been able to touch since then, it's been pretty.

[00:10:21] **Katie Hornor:** Yeah. That's pretty amazing. And the idea of these live events, just to be clear for those who are, you know, maybe a little less familiar with the live event world, the idea of a three-day enrollment event is that you teach the thing that you teach.

So if you teach this in your course or in your program or in your coaching, you take that same zone of genius. This is my expertise and how I changed it. And you create a, uh, essentially a three-day plan to teach that in a really concise, impactful way at the three-day event. And then you also then have an opportunity to enroll why we call them enrollment events, enroll people into [00:11:00] this thing, which essentially is another way to launch the high ticket program that you have.

Okay.

[00:11:06] **Blue Melnick:** It is. And, and the really neat thing about it is if you do it right, right. If you serve at a high level, at some point throughout the course of the event, people are going to start wanting more. And actually, um, I think we have time. I want to share with you just generally speaking what this formula, what the structure looks like, so that your audience can do it themselves.

Right. Because. It's not rocket science. I wish it were. Uh, but it's not. Uh, so over the C w you mentioned a three-day event, and that's really the model that we think is best, whether you're just starting out or you've been doing this for a long time, the three-day event model is best for a number of reasons.

Um, not the least of which is a lot of people say, you know, oh, you know, I'm not sure I'm ready for three days. Maybe I'll just do one. Uh, but the reality is a three-day event is so much easier, mainly because I'm thinking about this. Um, there's an old saying that says if I [00:12:00] had more time, I'd write you a shorter letter.

Right. Um, so it's the same thing with live events. If you're going to try and do a shorter event, you have to be really dialed in. In fact, I think only the most experienced of people should do a shorter event. So we think the three-day live event model having tested this for 17 years, um, is, is really ideal.

And we've done every format we've done one day events, two day events, three day events, four day events, five days events. We've done six day events. Um, and the three-day event model really works great. So one. It's all about what we call content connection and community. Right? So what that boils down to is you want to deliver amazing content to the point where at the end of the day, and this is you on stage delivering great content at the end of the day, your, your attendees come away from it, thinking to themselves, you know, I was so good that I, I got more than I ever expected to.

And then the cool news is they still have three more days. [00:13:00] And then in addition to that, because of that amazing content and hopefully some interactions that they're having with each other, they, they start to feel connection, right? Not just to you, but to each other, which creates community. Now on day two, you continue to deliver great content and obviously connection and community as a continued theme.

But about halfway through the day, they start to get to a point where it's like, you know, day one was like, oh my God, I have so many great ideas. And, and day two halfway through the day, they get to start to get to a point where I was like, oh my God, I have so many great ideas. Um, and it's the same word.

You know, said slightly differently that nuance of overwhelm kicks in. Exactly. And, and right around that time is the point where you say, do you like this? Do you want more of this? We have an opportunity for you to continue to work with us over the course of the next year. Right? So day two is about, you know, kind of problem solution, you know, the problem or the pain and the solution.

The pain is [00:14:00] a little bit of overwhelm and I had the solution they're looking for is how do I get all of this done all on my own. Um, and then the invitation is what solves that invitation to your high ticket. Which happens later on in the day, then on day three, um, we say it's really all about decision, commitment and celebration.

And the decision is a yes or a no, right? Yes. I'm going to do this and I'm either going to do it with you or I'm going to do it on my own one way or the other. We just want them to have a decision. Yes. I'm going to do it with you or no, I'm not going to do it with you. I'm going to do it on my own and then celebrate that decision.

Right. One way or the other, be happy, be content with the decision that you have made and then celebrate it. Right. Um, so, you know, for those of you who have attended, uh, events that we do, we do usually do a welcome celebration on day three. But we also celebrate the people who are just doing it on their own by giving them like a 90 day action plan or something [00:15:00] along those lines, those lines in the afternoon, because these events aren't bait and switch they're meant to give the attendee what was promised.

But also if you want more, if you want to go further faster, if you want to write a check for speed. That's where the high ticket offer comes in. So, um, that is in a nutshell that three day event model that you can do, whether it's for five people, you know, for 50, for 500, 5,000 or truthfully more than that. Um, and it works at every level.

And the cool thing is with virtual, there's no barrier to entry, right? You don't have to go to a hotel, you don't have to travel. It's it's all done. You can do this with the computer. And a television in your, in your living room, you can be hosting a virtual event before this year is over.

[00:15:45] **Katie Hornor:** And the barrier to entry for your attendees is lower too, because they don't have to get a babysitter for the kids for a weekend and pay to fly and travel and blah, blah, blah,

[00:15:54] **Blue Melnick:** and hotel, hotel rooms, food, and yeah, a hundred percent be in their own learning [00:16:00] environment.

Um, not so much out of their comfort zone. Um, it's, you know, there are significant advantages. Virtual is an amazing game changer for all of us because it kind of levels the playing field. Right, right before you, there was a lot of risk

associated with, uh, a live in-person event, much less so with virtual, um, which I think is pretty cool.

[00:16:24] **Katie Hornor:** Yeah. And the live event model to use that in your launches. I know we have successfully used it in, in several of ours now. Um, thanks to what we've learned from you guys and attending your events. And, um, it really is, you know, it's, it's an amazing way to do it. One of the things I think I found most fascinating is that in a lot of our sales training and the online world where we're taught to do a webinar and, um, or, or a class or a masterclass or whatever the case may be, but you're taught to serve.

And then to make your offer. And what I found so fascinating about your three-day plan is that you're making your offer in the [00:17:00] middle. And so it, in, in one sense it catches people off guard, but in the other, it also gives you an opportunity to continue serving beyond that. Tell us a little bit about how you guys see that strategy or how you came to, to figure out that that was the right place for the offer on day two, rather than at the end.

[00:17:20] **Blue Melnick:** Well, you know, we realized that people make decisions in two different ways. Some people make decisions with their heads and some people make decisions with their hearts and those that make decisions with their heads. Oftentimes. Are, you know, kind of to a certain extent impulse buyers, right? Like, oh, I'm in either like, this makes sense to me, you know, I can spend, uh, whatever your high ticket offer is.

I can spend \$5,000. I can learn how to do this thing. And I'm going to make 25. It's a five X investment. This is awesome. I'm all in. Right. And those are very heady. Um, it's also why for the most part, uh, during the day too, um, when we're making the invitation, it's all [00:18:00] about what you think. Right. This is the, you know, you get this thing with it, you get this thing with it, you get this thing with it, and this is what you get out of it.

There is a little bit of, this is what's in it for you, but these are the, the elements of the high ticket offer. So we're kind of speaking to their head. Um, and of course there's the opportunity, but the opportunity is presented throughout the entire event. Really. Now on day three, to your point, the offers out there.

So they know about it. Morning of day three, they come downstairs or they turn on your computer, their computer. And, um, and they're, they're either a yes or a no. And those that are know are then reintroduced to there ought to be. Um, you know, kind of bring it back onto the table because the reality is, you know, from

a service perspective, you want people to take you up on your offer because the people that don't

are [00:19:00] most likely going to leave and not do anything with this information. That's, that's the reality, right? But that's the reality of a masterclass. That's the reality of a course, right? 80% do nothing with it. 20% do and have success. That's true of live events as well. So we know that we are serving at a higher level.

If we get more people enrolled in the program, because those people will take action because once they enroll now, they have a higher level of commitment. And truthfully, they have a little bit of accountability coming from us. So they are more likely to do the thing. They're more likely to do the thing, which means they're more likely to have success.

So you're actually serving them. So that morning of day two, you start to speak a little bit to their heart, right? And to, to a certain extent, there's a cart close moment, which we actually like to call a heart closed moment. Um, where you appeal to their emotional side, right? Not to their head, but to their heart and say, listen, you know, [00:20:00] we, you don't have to do the work or sorry, you have to do the work, but you don't have to do it alone.

And we're here to support you. And there's no time like the present, right? If, if, if not you who, right. Like if you're not the one who's going to do this work, then who is. If there's any time to do it, now's the time to do it right? No time like the present. So, um, you know, that's a little bit of the head and the heart, and one of the beauties of having the offer in that spot.

And again, because we've been doing this for so long, we've tested the offer all over the place. And I can tell you from 17 years of experience from, you know, over 600 events at this point, having generated over a billion dollars for our client, It's the best spot for the offer.

[00:20:49] **Katie Hornor:** Yeah, I love that. And again, the data backs it up.

This is why we do it because the data says this and that's, that's so key there. Um, yeah. And, and you guys [00:21:00] continue to serve your clients who are our more private one, you know, the individual clients that you run their events for them, but you're also teaching people now to do this through your live events, on teaching, how to run live events.

So tell us about that. Cause I know we've got one coming up here soon.

[00:21:18] **Blue Melnick:** We do. Yeah. So, uh, we're decent, uh, teachers, uh, but marketing maybe in perhaps naming, not always our strongest suit. So, uh, the, the name of the event is the virtual event on virtual events, perhaps not the most original, but it does say what it is.

Um, and over the course of three days, the one that we have coming up is October 1st through the third, uh, we are going to be teaching everything that, that we know. About, uh, virtual events and how you can, hopefully even before this year is over host your very own virtual event and offer a high ticket offer for your own purpose driven payday, [00:22:00] uh, day one.

Uh, we're going to be teaching all about strategize because here at Sage, we do everything from a strategy first perspective. Um, in the afternoon, we're also going to be talking about the tech stack. Right. So for those of you who are a little bit concerned about the technology of a virtual event, you don't have to be that's the cool thing.

Um, cause I, I, we have an amazing client, uh, who, who Katie actually knows by the name of Sandra Angelo, um, who put an event on for 11 people out of her living room. And generated \$92,000 from our high ticket offer. And I promise you, she is not the most technical tech tech savvy person we have in the group.

Um, so I feel like it's,

[00:22:40] **Katie Hornor:** we did our first one from our bedroom. Remember we, we moved our bed out to make our stage and shot it with our family camera and a laptop and move the bed back into sleep every night. So it doesn't have to be technical.

[00:22:52] **Blue Melnick:** It really doesn't that's the cool part, but we are going to cover the tech stack.

So whether you're just a beginner or perhaps a little bit more advanced, you'd know what [00:23:00] to do. Day two is all about, about monetize. Right? How do you take all the strategy that you learned on day one and develop a strategy to monetize your live event? That's again, talking about. Purpose-driven payday. Uh, we also cover how to fill the room, how to fill the event because that's one of the biggest questions that people have, like, okay, I want to do a live event, but how do I get people there?

So we're going to be covering that on day two. And then day three is all about what we call actualize, which is I've got the strategy. I've got the monetization strategy. Now I've got to put it into action and actually host my live event because bottom line is, if you leave this event and you don't host your very own, then it was just three days wasted and we want you to walk away.

With a blueprint for your very own virtual event. and high ticket offer, uh, that translates to a purpose driven payday and be able to actually put it into action. So that's what day three is all about. So, um, it's coming up October 1st through the third and, uh, yeah, we're, we're [00:24:00] really super excited about it.

[00:24:02] **Katie Hornor:** And I would encourage anyone who is thinking about using a live event to add, to help your business or to grow your business or to launch your next course or high ticket offer to be there. Because it, especially when you go into it with the eyes of a student, uh, because blue, you and Barry do. The event exactly the way you teach to do events.

So even as you're giving out the content of how to do this, you're also modeling it during those three days. And that for me is, is what I most enjoy from watching you do this. Is that not only am I getting the content of it, but there's also like I'm watching it happen right before my very eyes and I always come away learning something new.

[00:24:45] **Blue Melnick:** Well, um, thank you for that. It's definitely a little bit. Right. You're learning how to do a virtual event while you're going through a virtual event. Um, but it's it's um, yeah, it's awesome. And, and Katie, um, I, I know you and I [00:25:00] spoke about this early, early on. Um, and you had asked if there was anything special that we could do for your, for, for your audience, um, before we spoke.

And of course the answer to that question is yes. Um, so one of the biggest things, if you don't mind me adding it or telling you, you're your audience, for those of you who join us and Katie has a special link for you. Um, we're going to also provide you with a small course. It's a mini course, but a very, very important one called overcoming objections and this whether you

host your very own virtual event or you come to our event and say, wow, that's crazy. I'm never doing that again. Um, this, this course by itself, uh, is worth the cost of admission because it Barry teaches exactly the five core objections that people have to your high ticket offer. And in reality, those five core objections apply.

Regardless of whether it's a high ticket offer or a low [00:26:00] ticket offer. And not only does she define them, but also explains how to actually overcome them. Uh, so we're going to be including that for anybody who, um, comes from, from this podcast or from, from Katie's community. And, uh, and thanks to Katie for asking for that.

We we'd love to have you.

[00:26:18] **Katie Hornor:** Yeah, I'm so excited. You guys, that training is worth the price of it. Even if you can't go to the three days, sign up and get that training because it would totally improve the way that you serve your people and the way that you're able to. Sell by serving, um, with your, with your offers.

It's just amazing. I I've heard it several times and always, like I said, go away learning something new. You definitely want to do that. And the link to get your ticket and the free training blue is talking about is at handprintlegacy.com/TVE and that's T V E for the virtual event. All right.

And we'll also have that in the show notes. So, um, don't worry if you can't remember it. Um, but I'm really, really [00:27:00] excited about that. And, uh, looking forward to also perhaps throwing in a little something extra on our end for those who also, um, show up and attend the event, I will be there. Yeah. And I look forward to seeing you there as well and blue.

I can't thank you enough for your time today and what you've shared about using virtual events to launch, and I wish you the best on your event.

[00:27:20] **Blue Melnick:** Oh, well, thank you, Katie. And thank you so much for having me. It was an absolute pleasure and, uh, looking forward to serving you again and also, uh, your audience.

[00:27:29] **Katie Hornor:** Awesome. Thank you guys. We'll see you next week. Remember your message matters.