



Planning your Live Meetup:

Location:

While a hotel conference room may be ideal, be aware of associated costs including service fees and taxes. Alternate location meeting rooms or conference rooms for free or very small fees:

- Church meeting spaces
- Local community center
- YMCA
- Local restaurant / pub with meeting space (they want your business!)
 - Many guests will want to eat dinner as they just finished work.
 - Attendees pay for their own meals and beverages.
- Be creative in any suitable space where you can have 20+ people gather.

As the meetings become regular you could host at investment property; attendees or someone in the group would love to share their progress! Attendees (eventually) may offer to host at their home.

At minimum have water for attendees. Hotels usually offer water and cups at no charge. If you are getting creative with locations, plan to bring in some cases of water for the event. Ask the venue if they'll provide pens/notepads on each table.

Phone scripts to attract potential guest speakers:

Title Company Example:

Hi, my name is _____ and I host a live in-person meetup for real estate investors. We host it monthly and have a great community of investors from newbie to experienced and everyone in between.

Are you familiar with these types of events? Yes, great.

We usually get about (insert number here) guests to our monthly event, and we are looking for guest speakers to boost our numbers and promote your services. Are you interested in something like that?

We are interested in having you to speak to our audience about your services. Do you have a 20–30-minute presentation you could share with our audience?

What level of investor would your presentation be directed to? All levels? Beginner? Experienced? Could you give me a quick 2-minute overview of what you would present on? (see if they are a good fit for your audience)

I find with some additional marketing in advance our attendance numbers will greatly increase and that is our goal. Would you be willing to do a recorded introduction on Zoom or in-person to inform our guests about you and gain some early interest and boost attendance?

You can naturally market yourself with business cards and share your contact info with everyone there.

How active are you in marketing such as social marketing, email marketing, Instagram, TikTok, YouTube, etc. Would you be willing to share our meeting info with your audience?

OPTIONAL: Lastly, how would you feel about sponsoring some coffee, sodas or baked goods at the event? (hotel or conference location). Our audience is conditioned to have water and they always greatly appreciate anything additional on top of that. I will mention your generosity / sponsoring and you will get some goodwill and hopefully reciprocity.

As your numbers grow: I hope to get 50 people. If I can get you an audience of 75 or more, would you be willing to split the cost of the conference room? It will be around \$?? each.

Vendors / Sponsors (optional add-on as your event attendees increase)

- Add vendor tables in the hallway or at back of room.
- Allow vendors to have a table at your event for no charge for 6-12 months.
 - As your event grows, you can add more vendors and possibly charge a fee to have a table at your event.
- Vendors get 1-2 minutes at the beginning of presentation for an introduction of their products and services.
- Ask your vendors to share event details with their contacts!
- Vendors participate as they want to grow their business, just like you do!

Suggested Schedule:

6:30 networking.

7:00 start meeting on time.

8:30 wrapping up soon.

Finish by 9:00

Registration:

- You will need someone at registration, likely a 2nd person to assist.
 - Capture a guest list with full name and email address.
 - Name tags (optional)
- Signage at registration (your sign with your company, etc.)
 - Sign idea: “Bill’s Monthly Meetup” and a picture of yourself or a property. You can be as simple or as creative as you like.