I bet you have a ton of ideas!

Cool – but know that some new groups will work and many will fail. It’s my dual mission to help you pursue the winners and create a winning event. Today we’ll talk about the two key stages: Creative and Reality.

First, Some basic rules:
- People in a new group may or may not be friends. They may be as close as family or total strangers.
- They may live locally or far apart.
- People in a group must however have something in common. A bond – an affinity – strong enough to draw them to travel together.
- I believe there should already be a list. A way to easily reach the family, members of the organization, a fan club, blog followers, or clients.

Pledge with me now, will you? It’s for your protection.
- I will not invest a nickel till I know it’s a winner.
- I will not put my other business at risk pursuing an idea may overwhelm me.
- I will not jump to block space and plunk down deposits.
- I will not assume the group will sell out easily and I’ll get rich quick.
- I will not put supplier relations at risk by dragging them on a wild goose chase.
- I will not give a prospect opportunity steal my great ideas.
- I will not get the business by promising free cabins to group leaders.

Have you got what it takes to build a group from the ground up?
- Creative juices (to be an idea generator)?
- Business sense (to know what groups to pursue)?
- Financial intelligence (to know how to create appealing packages, fairly priced yet profitable for you)?
- Expert salesmanship (to get in the door and making the sale)?
- Great networking skills (to sell out the group through presentations and social media marketing)?
- Super planner up (to create and deliver the amazing product)?
- Finally, fortitude – this is a process. Stick with it. See the win. Make it happen. You can do it!
THE CREATIVE STAGE
Get a new notebook and start writing down ideas. This is the no rules stage. Brainstorm.

It can be as simple as calling every client and offering to plan a big family celebration.

You may choose to create a totally new event that brings people together to meet and share.

Or, take an existing ho-hum event and make it grander by creating a group trip around it.

Are you thinking theme like music, food or wine? Celebration like anniversary? Family or school reunion? Sports or music? Religious or spiritual? Educational? Adventure? Celebrity-focused? Theme groups have a powerful common denominator.

Even if it’s an existing club, association, organization, or congregation you will still need a REASON. Perhaps an awards ceremony? Annual meeting? Fundraiser? A ‘get-together’ may not be a strong enough hook. Uncover a PURPOSE for the JOURNEY.

Always follow your passion. Who or what are you drawn to? Where do your personal interests or connections point you? You will more eagerly pursue what’s inside your love circle. You will likely have key people already in your inner circle to network with. Stay inside your love circle

THE REALITY CHECK
What is the magnet, the lure, the draw? What is the compelling reason for people to travel together on a specific date, to a specific place and pay a specific price? Remember you’re asking a lot so that magnet best be very strong.

If it’s a thematic or an organization type event, Google it. Chances are it’s already been done. Don’t fret. There may be room for a new player. Perhaps your ideas are fresh and innovative. Do your due diligence, learn what you can.

Role play. Pretend you’re a group member. Would you buy from you? Make a list of ‘what’s in it for me’ – from a group member’s perspective.
List target prospects. Think of them as partners - strategic partnership. This could be families or organizations.

Get feedback. Talk to somebody you can trust in that group without giving it away. Float the idea at a very high level but be very careful not to spill the beans!

Get more feedback from your supplier. I bet they’ve done similar groups with other agents. I bet they can help.

Finally list every reason why this group could fail. Take a pragmatic, business approach to determine if it’s a dud or a golden opportunity.

Warning: If you are thinking celebrity, think again. A zillion others have had the same idea. Leveraging a celebrity and his or her fan base is an awesome idea but extremely difficult to accomplish – unless they’re family! Even if you do have a connection, their fee may be enormous and they may require you to guarantee it. Many celebrity contracts require you to say ‘scheduled to appear’ – which means they may not show!

Next video course will help you pick the winners every time. That’s called my group viability test.

Be sure to soak up all my tips in this week’s PDF called How to Prospect & Qualify Groups like a champ

###

“You miss 100% of the shots you never take.” – Wayne Gretsky