

How to get people to your event

Questions to address in the copy:

- What's in it for me?
- Why should I attend?
- Who will I meet?
- What will I learn?
- How will it help me in my work?
- What will I miss if I don't?

8 influential words to use:

- you - your
- important
- limited
- free
- discount
- testimonial
- easy
- guaranteed

With thanks to Mike Lyon