

Blu Diamond Events Presents

Make \$50k+ in a Weekend





Get off the "Roller Coaster" of Inconsistent Clients, Revenue and Hustle...

Discover how small events can create \$50k+ in a weekend and power your business growth! Great for ANY level business, ANY size list, and ANY budget!

You're about to discover how to host a small retreat with clients you love, deliver content you're passionate about, and bring in \$25K, \$50K or more - in a weekend.

Welcome to The Suite Retreat. After over 20 years of living, breathing and planning a variety of events, both big and small, we identified some core components of each stage of an event and structured an easy, cost effective and massive cash machine method we call The Suite Retreat that is easy for our clients (beginners or seasoned event hosts) to use and expand on in a variety of ways.

In this PDF Guide, we'll share the process with you to begin mapping your first (or next) retreat and share case studies and strategies for turning this into your own profit machine in a repeatable process. This model and process can be used to create other micro events and virtual or in person events, small or large.

Let's Dive In!



You've probably thought about offering an in-person or virtual "event" of some sort – maybe even hosted a few (or many) in the past...

But if you're like many of our clients you're wondering...

- Is now the right time? What can I do to be sure people show up?
- Can virtual possibly work as well as in person?
- How can I stand out and get people's attention with so many events?
- Events are expensive... can I afford to take the financial risk?

You're absolutely right to be wondering! Things have shifted and companies who've successfully hosted events with 100-1,000 people are struggling to fill the room.

But it's not just because travel's changed and more people are staying home.

Or because the economy's little "iffy" right now.

The real reason events aren't "popping" like they used to for so many entrepreneurs and businesses is because **people have wised up...**

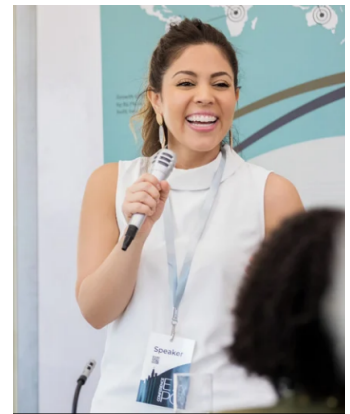
Multi-day, multi-speaker pitch fests? We see them coming a mile away! \$97 (or free) tickets to "valuable" events... we know we're just getting hard sold into \$50k "mastermind" groups that may or may not even deliver on some of the wild promises made. **But that doesn't mean events are dead.**

Now is the Best Time to Host Your Own Event, But Only If You Do it Differently...

We've been quietly testing out shifts in a strategy that's worked for as long as we've been hosting events (don't do the math on my age, but I've been doing this for three decades).

It allows anyone to quickly, affordably and easily create an amazing event as long as...

- You're an expert – you've got valuable knowledge to share
- You've got a community – even a small one, or access to one
- You've got an offer – from \$2k up (one on one coaching packages work, so do group programs or masterminds)



What you don't need...

- You don't need a room packed full with 1,000 people – you don't even need 50!
- You don't need to spend six months or a year planning a complicated, stressful, expensive Event...
- You don't need to close dozens of sales to make a profit (you can be profitable before you even step foot on your "stage")

**And you can do it differently in person, or virtually!
Let me introduce you to the "Suite Retreat"...**

If You're Looking for an "Event Solution" that Allows You To...

Create Instant Authority: The stage is yours, creating instant authority and visibility in your space!

Host an Easy First (or Next) Event: Skip the costs and logistics of hosting a big event, but gain the advantages

Fill the Room FAST: Skip 100+ barely-qualified attendees, you only need a handful of perfect-fit attendees

Stay Low Cost and Low Risk: Don't invest 5 or 6 figures in a BIG event with complicated variables.

Build Community & Connection: Small, intimate setting attendees love for questions and conversation

Get a Fast Cash Infusion: Make \$5-25k offer to attendees excited to invest in a next step with you

Get it Done FAST: Big events take months to plan and market. This comes together in 90 days or less!

Be Low Tech and Low Team: You and one helper is all you need in the room. Virtually Zoom works, too!

Fill Your High-Ticket Programs: From 1:1 coaching to masterminds to courses, a "Suite Retreat" fills it!

Test Something New: If you've got a new offer or new material to share, it's a great (exclusive) way to test it

Provide Endless Content to Leverage: Create video clips, photos, and testimonials to share after the event

Can Be Hosted Virtually! Avoid travel and location expenses and offer a virtual "Suite Retreat!"

Build a Repeatable Process: Once you've created your event, you can easily "rinse and repeat" to host it again!

Design an Event-Powered Business: Your business can be event-powered with a simple quarterly series of "Suite Retreats!"

A "Suite Retreat" Is Your Answer! But How Does a "Suite Retreat" Work, Exactly?



Phase One: Map Your Vision
Create your Event Blueprint and design an impactful, valuable, profitable "Suite Retreat" event!



Phase Two: Get the Word Out
And get ideal clients signed up to join you with our proven "Fill Your Event" strategies.



Phase Three: Show Up & Shine
Deliver your 2-3 day workshop and WOW your clients, inviting them to a next step program/offer.

The Numbers?

Bottom Line: Low Expenses, High Profits And an Event Your Community Will Rave About!

The Expenses

A “Suite Retreat” minimizes your out of pocket expenses so it’s low-risk:

- Book a hotel suite or AirBnB for the weekend
- Create attendee swag/gift packets
- Print your handouts and resources
- Bring one helper (can be a volunteer!)
- Bring in Delicious Meals and Snacks

The Revenue

So many more opportunities than you might think!
Create multiple revenue streams with one event, including these and MANY more:

- Attendee Ticket Sales
- Sponsors/Affiliates
- Next Step High-Ticket Offer
- Guest Speaker with Complimentary Offer



Let's Look at Some Real World Examples...



SUITE RETREAT
- SHAYLA BOYD-GILL -

30 ppl in person @ \$2500 = \$75,000
8 HTO @ \$25K = \$200,000 = \$245,000
Basic Costs = \$23,000
Meeting Room, 3 Lunches, 1 Dinner & Daily Snacks & Swag)

INITIAL \$297,000 PROFIT

4 After Event Sales \$25K program = \$100,000
2 VIP Day Per Month x 8 mo @ 15K = \$240,000

\$637,000 PROFIT

EVENTS BY
BLU DIAMOND



ALL-INCLUSIVE
RETREAT
- HEALTH EXPERTS ALLIANCE -

40 ppl in person @ \$3997 = \$159,880
12 HTO @ \$50K = \$600,000
Basic Costs = \$52,563*
*Included Massage, Yoga, Excursion, Ropes Course, 2 special Dinners, Swag Bags)

\$707,317 PROFIT

EVENTS BY
BLU DIAMOND



SUITE RETREAT
- DR. MIKE REID -

20 ppl in person @ \$2497 = \$49,940
8 HTO @ \$30K = \$120,000 = \$240,000
Basic Costs = \$23,638*
*Includes (Host Suite, 2 Lunches, 1 Dinner & Daily Snacks

\$266,302 PROFIT

EVENTS BY
BLU DIAMOND

Step One: Map Out Your Vision and Goals

What's Your Vision? What type of event do you want to create and why is it important to you?

Location? Where might you host a retreat style event?

Format? What format are you interested in hosting? (Educational, Workshop Style, etc)

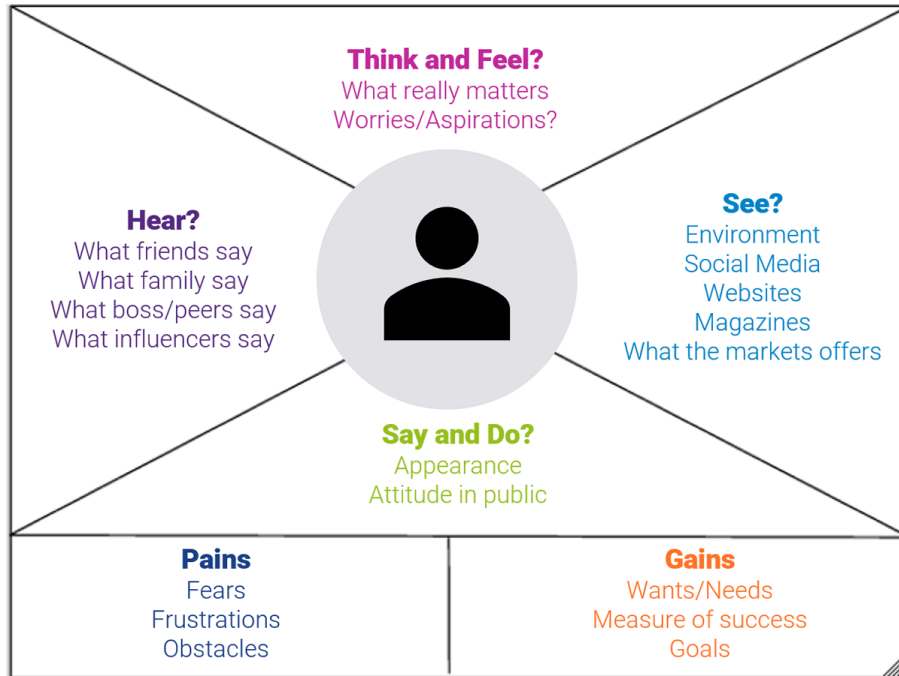
Value? What do you want attendees to get out of your event and take away from the experience?

Strategy? What's your offer or next step for attendees?

Goals? What defines success for your event? (Revenue/sales, attendance, authority/reputation, partnerships, content creation, connections/referrals, testimonials, etc?)

Step Two: Who's Your Audience?

Never decide your event marketing message, your content, your offer, or anything else unless you're clear on who your event is for, why it's valuable for them and what they really believe and want. Let's "get inside their heads" to better understand how to connect and communicate with your ideal attendees.



Think and Feel	
Hear	See
Say and Do	
Pains	Gains

About Your Profitable Event Coach



Linda Cain has been in the event business for more than 3 decades and has helped clients to overcome obstacles to grow engaged audiences and host highly successful events.

You've got questions? Linda has the real-world-proven, behind the scenes answers!

With more than three decades of experience in this industry, Linda has been there, done that and seen just about everything (you won't believe some of the stories...).

From spectacular success to fantastic failures she knows what works and what doesn't and is willing to share that priceless knowledge with you.

Whether you need help to get focused and create a clear vision for your event, assistance in outlining your event program and where to place guests and sponsors for their stage time, or...

Just need someone to help you figure out if you're ready to create a stellar live event, Linda's got your solutions.



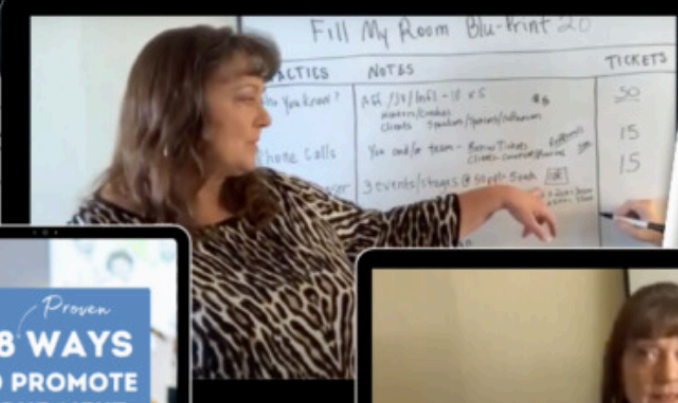
[Book a Free Event Strategy Call with Linda Today!](#)

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The Suite Retreat

FILL YOUR ROOM BLUPRINT

INSIDER SECRETS OF SOLD OUT EVENTS



ASK ME HOW TO GET ACCESS!