

Two-Page Version

MFH 101 Promotion Guide Summary

Core Success Principles

Early Momentum is Critical

- Start promotional activities at least 3 months before
- Early sales create urgency and social proof
- Sell as many tickets as possible early on, with the goals of selling out completely

Personal Outreach Strategy

- Direct, one-on-one outreach is the most effective sales method
- Send personal messages/emails to contacts who might be interested
- Focus on opening conversations rather than direct pitching
- Follow up with genuine interest and clear calls to action

Build a Strong Local Team

- Host regular team meetings (twice monthly until final month, then weekly)
- Organize a working potluck to engage potential volunteers
- Delegate specific responsibilities (social media, postering, outreach)
- Create a shared database of local influencers and hubs

Target Your Outreach

- Key Venues/Communities include:
 - Holistic centers and schools
 - Organic/health food stores
 - Yoga studios
 - Community spaces
 - Local business networks
 - Wellness practitioners
 - Alternative education centers
 - Permaculture hubs and influencers

Maintain Marketing Balance

- Focus on relationship-building over aggressive selling
- Balance urgency with authenticity
- Respect your local reputation
- Keep promotional content varied and engaging

Critical Success Metrics

Ticket Sales Targets

- As early as possible: 50% tickets sold
- One week before event: 100% tickets sold
- Daily: 15 minutes per day of focused outreach and monitor progress of ticket sales

Outreach Goals

- 100+ personal invitations sent
- 20-30 key influencers contacted
- Regular social media engagement
- Weekly promotional activities

Warning Signs to Address

- Less than 10% tickets sold one month before event
- Low engagement on social media
- Team meeting attendance dropping
- Lack of response from key influencers

Remember

- Every city tends toward last-minute sales
- Personal connections drive ticket sales more than general advertising
- Consistent effort beats sporadic pushes
- Your reputation in the community matters more than any single event
- Ask for help when needed - don't try to do everything alone

Ten-Page Version

MFH 101 Promotion Guide

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Introduction

Well, here you are. You've got a venue, a date, and a desire to sell the place out. But how?

This little document is designed to give those of you without much promotional experience a hand with this. Of course, don't limit yourself to the ideas in here, or feel that you have to do them all. No doubt you will come up with creative approaches, tailored to your own locale which we could never have dreamt up. A few thoughts to aim your marketing arrows:

Goal #1: Sell 50% of Tickets Early On

Of course, this flies in the face of the deeply human capacity for procrastination and 'doing things last minute'.

Side Note: Every city is a last minute city. Every. Single. One. It is easy to fall into a sort of trance around this of 'well, there's not much we can do to sell more tickets! It's just a last minute town.' But many so-called last minute towns sell out their events a month or two early.

But here's why it matters: Once people hear that an event is 50% full, tickets begin to move faster. The possibility of it selling out before they get their ticket begins to loom larger.

If we're only 50% sold out 72 hours of the event, that is stressful. So if we hit 50% sold over a month out, it becomes much smoother sailing for the remaining 50%. And also, if we can see that a town is hovering at around 10% a month before, we can know that this town might need some more love and support and we can offer that up to help you out.

Goal #2: 100% Sold Out One Week Before

Why does this matter? Well, besides feeling like badasses... The sooner we sell out, the sooner we can turn our attention to all of the other myriad logistical details for the event. Then your attention can go to preparing, hosting, and enjoying the fruits of your labours.

Here's how we'll be doing our best to support you in the background:

- Regular updates in Tad's newsletter
- Creating the marketing collateral you need
- We might run Facebook ads targeted to your area
- Keeping a keen eye on the numbers of tickets sold

But of course, the most important work will be done by you, on the ground, in your own communities.

Do these goals we suggest make sense and seem doable? Please let us know at touring@marketingforhippies.com how, if at all, we can help you and make this all easier

Deeply grateful to you for all of your immense labours in pulling off an event like this. Let's see what we can make happen.

- Your Marketing for Hippies Tour Team

Marketing Resources

Here are the resources you have at your disposal, to make sure they're all in one place for you:

- Links to your event will be found at www.marketingforhippies.com/events
- [Host Resources Page](#), where you'll find:
 - Promotional emails and social media posts
 - Promotional images (poster and additional promo images specific to your event will be emailed to you)
 - Tad's bio and headshot
 - Video previews of the content of the workshop and a workshop description
 - MFH links that you can share during promotion

Assembling a Team for the Workshop

Here are some tips on assembling a team to help organize and promote the Marketing for Hippiess 101 daylong workshop, and some of the roles that will be necessary in pulling off a successful workshop.

We recommend having a core team of about 2 to 4 volunteers. You'll see ideas for the potential roles laid out below. Your core team of volunteers will get the perk of a complimentary spot at the workshop (up to 4 people, including yourself), in exchange for the core team doing a significant amount of work to promote the workshop. For the day of the event, plan to have more time and nimble helpers than you think you'll need to set up the room and to respond to any late-breaking and unexpected issues that may arise.

How to find volunteers to be a part of your team?

- **Ask Friends:** Ask those you already know, or who are already on your team, who *they* know who might want to be involved.
- **Ask on Social Media:** Consider posting on Facebook or in the Facebook event for the workshop. Let them know the workshop could use more support and volunteers.
- **Have an Open Meeting/Potluck:** You might consider opening up a live meeting to others you know who haven't been to a Marketing for Hippiess workshop, but who you think might be interested in being involved to grow your team. This could tie in with the Heavy Lifting Idea #4 section below. Are there people you know who are hippie entrepreneurs of some sort, who struggle with marketing and have expressed curiosity about ethical marketing, follow MFH on social media, have read some of the Free Stuff or attended a free MFH event, etc.? Those folks might be ideal to invite in.
- **Ask us!** Tad and the team may know of some people in your area who'd like to get involved to make it happen.

Volunteer Roles & Considerations

Schedule to gather your team together to plan on how to fill up the spaces. Start doing this about three months in advance (if possible). This is much more fun and effective to do with a team. This could also tie in with the Heavy Lifting Idea #4 section below.

Here are some ideas for the specific roles that the volunteers on your team can play:

- **Postering:** If you are postering, you'll want at least 2 postering volunteers. Posters can be handed out at the volunteer meetings with blood oaths to put them up in the places that you identify at the meeting.
- **Social Media:** You'll want at least 1 person who is well versed on social media on your team. People can post on social media and text friends etc at the volunteer meetings.
- **Making Your Promo Plan:** You'll want at least 1 volunteer for local media outreach on your team. At the volunteer meetings, discuss your strategy for getting the word out via local media.

At the event

- **Welcomes & Introductions:** The host will welcome and introduce Tad at the start of the event. We will provide more information on this closer to the workshop.
- **Money:** Over lunch, Tad will go through the attendance list with the host and confirm if there are any questions about referrals, etc.
- **Venue Decoration:** You could have 1 person in charge of decorating the venue on the day of the event. A beautifully set up room goes a long way to set the tone for the day. This can be a beautiful, persian rug at the front where Tad is, wall hangings, flowers, gentle incense, smudging or essential oils in the room, an altar space.
- **Registration/Greeter:** You'll want at least 1 person to greet and register participants at the door in addition to the host.
- **Handler:** You could have 1 person to be a general Tad "handler" on the day of the event, in addition to the host. This is someone to deal with anything that arises, keep Tad's tea cup full, coordinate last minute changes or needs, etc. This can be the same person as the greeter in the morning.
- **Set-up and Cleaning:** You'll want at least 2 people that can be at the venue for at least 30 minutes before and 30 minutes after the workshop finishes, depending on the needs of the venue. Before the event, they will help with getting the room set-up, having chairs set up in an orderly way, the flipchart or whiteboard in a visible location, etc. After the event, they will help with cleaning and tearing down the venue, taking down chairs, taking down whiteboard or flipchart, cleaning refreshments area (if applicable), etc. Some venues include this in their rental fees, so check with the venue beforehand to see if these volunteers will be needed.
- **Final Check:** After the event, make sure Tad does a final walkthrough of the venue to ensure he has everything, even if he's already done it. Leaving something behind would be a pain.

Strategic Marketing Timeline Overview

Here is an overview of the marketing timeline, details on how to do these tasks can be found in the sections below.

Ongoing	Social Media Posts: Post to your own Facebook/Instagram (and/or other social media) profiles, tagging 20-30 key people you want there. Do this ASAP and keep it going!
Three Months Before	Meetings: Plan meetings with your local team - At least twice a month until a month before, and then once a week or as needed.
	Facebook Event: • Invite everyone ASAP! • Delegate someone to post updates every couple of weeks, e.g. memes of Tad, quotes from his online books, your favourite videos and interviews, how many tickets have been sold etc.
	Email Locals Hubs: Start ASAP and spread them out over the marketing timeline.
One Month Before	Personal Outreach: Send emails, messages, or texts to key people you personally know and want there. This is the most important approach.
	Posters: One round could go out immediately or be put up a month before the event. You could print the posters half size and carry them around with you in the month before to hand out like flyers to a punk rock show.
One Week Before	Posters: Put another round of posters up again if needed. Those poster boards can be merciless.
	Personal Outreach: Send any last minute personal outreach to people you haven't heard from, people who might be interested, etc.
Two Days Before	Posters: Put another round of posters up again, but only in the three most important places.

Of course, most of this isn't about timelines but a steady persistence, paying attention to the numbers and how things are going, and a willingness to creatively hustle when it's needed.

And... a willingness to humbly and frequently ask for help from your friends and connections in your local community. You won't be able to pull this off on your own.

The Basics

These approaches are foundational. They will sell 20% of the tickets for the events. They are all high leverage as they will be seen by a lot of people with very little effort on your end. If these are all you do, your event likely won't pass 20% of ticket sales. But, without them, the remaining approaches will be much harder to do.

Side Note: Yes, we have a goal to sell out the events. But it's not worth risking reputation by being too pushy. There is a razor's edge balance here. Yes, we need to sell tickets for the events. Yes, the promotion needs to work. But we also have to include the long-term view. You will continue to live in the community long after the tour is gone. If you are struggling with selling enough tickets, it's better to ask for help from us to come up with a better strategy rather than pushing your friends harder.

Basic Idea #1: Invite people to the Facebook event

All the event links can be found here: www.marketingforhippies.com/events

Have everyone on your team do this. It's not bad to have the goal of at least 200 invited to your city's Facebook event. If that seems like a stretch, you might ask yourself if there is anyone locally who is very connected on FB you could ask to do this.

Basic Idea #2: Post on Facebook/Instagram and tag people

Share the Promo Images as a Facebook and Instagram post. Also remember there are alternative platforms like Telegram, Signal, WhatsApp, Discord, Diaspora, MeWe, etc.

Include a comment, which you will update with the appropriate information and links, please see the [Host Resources Page](#) for some suggested posts.

Facebook/Instagram Ads

Another option, if you have a Facebook or Instagram page with a sizable local following, is to make a paid advertisement for the workshop. Let us know if you're interested in doing that as we might also pay for a portion of that ad depending on the particulars of your situation.

Basic Idea #3: Send out the "Friends and Family Message"

This is an email announcing the event that you send to people you know but who aren't local hubs but are your friends and colleagues. Please see the [Host Resources Page](#) for suggested email wording for this.

Basic Idea #4: Post in local Facebook groups and free event listings

Every city has Facebook groups where folks who might enjoy this event would appear. Posting once every week or so in these groups will reach people you've never met and who otherwise might have never heard of the event.

This won't sell a lot of tickets but it can be done in 30 seconds and can increase your reach. Every week or so, using your own profile, consider posting something. Here are some places where you can post online.

Things to Post:

- Please see the [Host Resources Page](#) for some suggested posts.
- There's also links to promote near the bottom of the [Host Resources Page](#) and you might want to include something from Tad's Best YouTube's and Instagram Reels.

Basic Idea #5: Put up posters in key locations

These can be put up in person or you could also email them the poster and they might be willing to print it off and put it up. See the suggested promo timeline section above for when to put up posters. If you'd like to do poster, we can get you a poster that you can send to the local printer of your choice, and we'll pay for that.

Here are some suggestions of places to put up posters. Sometimes these places don't have places for posters, so you could consider a telephone pole or space near them too.

- New Age bookstores and shops
- Organic grocery & co-ops
- Health food and natural supplement shops
- Holistic colleges and schools
- Art schools
- Yoga studios
- Cool cafes frequented by good folks
- Community bulletin boards
- Hub/StartUp/CSI spaces
- Politically progressive bookstores
- Vegetarian, vegan, and raw food restaurants
- Mixed living workspaces
- Community spaces
- New thought churches, centers for spiritual living, and church community boards

Basic Idea #6: Respond to Facebook/Instagram comments

Check your city's Facebook event/posts and Instagram posts and respond to anyone who makes a comment. This helps to draw them in.

The Heavy Lifting

These are the approaches that will sell 80% of your tickets.

Heavy Lifting Idea #1: 15 focused minutes per day

This is a meta idea but might be the most important one. If you set aside 15 minutes per day to focus on the outreach it will make a huge difference. Some days there will only be 5 minutes of work to do. Some days it might be more than an hour. You might decide that 15 minutes per day is the right amount. But the steady consistency can do more than huge blitzes.

If you're looking for additional suggestions for places to promote the event online for free, you can see this [handy article here](#).

Heavy Lifting Idea #2: Spend 1-2 hours sending out personal invitations

This is, by far, the most effective way to get people there. Sending personal texts, emails, or DM's inviting people to come. There is a very high response rate to this, send a "Can you make it to this? I think you'd love it." type of message. Talk one-on-one to people who have been interested in Tad's work before, or who you think would be if they knew about it.

We think that a key is to not have the message be a pitch but to have it open a conversation. So we're fans of the first message being very brief and informal - something that opens a conversation instead of pitches them or asks something of them. If someone is a big local hub we would recommend a more formal, eloquent, and courting approach.

Here are some suggestions of hubs and places to reach out to:

- Holistic centers
- Holistic schools
- Meetup groups
- Local Chamber of Commerce
- Holistic Chamber of Commerce
- Social Media breakfast type events
- Local mixers for holistic scene
- Local mixers for permaculture scene
- Local holistic hubs/influencers
- Local permaculture hubs/influencers

Below Tad's approach so you can design the approach that feels best to you.

Here's a sample conversation:

You: Are you going to Tad Hargrave's Marketing for Hippies 101 when he's in town? Did you know about it? I think you might love it.

Them: Ah! I'd heard about it. Maybe! Can you tell me more?

Tad: (send them the details)

THEM: Thanks. I'll take a look.

YOU: You bet. There's a solid chance this event is going to sell out before we get there so, if you're thinking of going I would get your tickets now-ish. If you're able to spread the word, know I'd be deeply grateful. The best place to send them is likely the Facebook event page with more information as well as the link to purchase tickets: **[FACEBOOK EVENT LINK]**

You'll notice this conversation flows naturally. I tend to avoid sending a big, long block of text as a pitch. First a short message, they reply. I send more based on that reply and then more, if needed, based on that. You can play it by ear. If they have never heard of Tad, you might send them something from Tad's Best YouTubes and Instagram Reels linked near the bottom of the [Host Resources Page](#). You'll figure it out.

My suggestion is this: Book one hour, sit down, and send that opening query to everyone you can. Aim for 100 people. This will likely sell dozens of tickets rapidly. If everyone on your team does this, it will sell more. I've been doing this on Facebook because it's faster but you can also text people or email them.

Additional Suggestion - Team Blitz: Get together as a team and have everyone do this together. Make it an 'invite blitz' party. Everyone busts out their laptops and starts to send out the messages. Again, these first messages in my approach are cut and paste and very brief. You're more likely to do it, and it's more fun as a group.

Heavy Lifting Idea #3: Send out template emails to local hubs and influencers

For this task, the first thing to do is create an email list of (roughly) the 50-100 most connected and influential people you know in your local scene. People you could email about the tour. What exactly would you say to them? You can find those sample emails on the [Host Resources Page](#).

We urge you to use these template emails, of course editing and modifying as you need.

Also important: There are certain local influencers who are a big enough deal that it is imperative you do not add them to a group email list. These people are approached directly and personally by you. You court them. You might even take them out for lunch and dinner. Regardless, you make sure they know that you deeply honour their reputation in the community and all the work that went into creating that. This is not a casual request.

Heavy Lifting Idea #4: Host a team potluck

You likely need more boots on the ground before the event and on the day of the workshop. Here's a handy idea: host a potluck and invite everyone who's on the team and anyone you think might have a loose interest in being involved. Let them know it will be a working potluck but that there's no obligation to do anything beyond the meeting. You could also post in the Facebook event for your town as a shout out to invite new help.

Please see the [Host Resources Page](#) for suggested email wording for this.

And what might you do at this meeting?

- 1) **Make a list of local hubs:** This is huge. If you could get 7-10 people all working on this together it would be a massive contribution to your success.
- 2) **Hand out posters:** Ask them to get them up in key places in the next 48 hours as an initial round of posterizing. You can have a list of places to poster and, if everyone takes five posters, the work is spread out evenly.
- 3) **Do a personal invitation blitz:** Give everyone 30 minutes to message as many friends as they can (if that's something they feel comfortable doing).
- 4) **Invite them to volunteer:** Ask the people there if they'd be willing to help with organizing and on the day of the workshop.

Bonus Ideas

If you've got time, here are some other ideas to consider.

Bonus Idea #1: Host Tad's 7 Fundamentals of Ethical Marketing Masterclass

Tad has an online, free, 60-minute signature workshop that is called the **Seven Fundamentals of Ethical Marketing Masterclass**. You can see more about this [workshop here](#).

You could consider hosting this for your community in the lead up to the daylong MFH 101 event. This workshop is a great way to get people introduced to Tad's approach and can help get people to the in-person daylong event.

Bonus Idea #2: Hand out posters at related events

Scan the internet for local in-person events in your town and find ones that may be a good fit for the Marketing for Hippiess crowd. This could be a holistic practitioner's conference, or a permaculture event, or something ethical marketing related.

You can reach out to the organizers to see if it might be alright to show up to pass out flyers to the crowd. If you get permission, you can print and pass out flyers at the event. You can print the posters at half size, or if you'd like a smaller flyer format, give us at least one week's notice and we can get that format to you.