

Lifestyle Events – Sample List

There are a wide variety of Lifestyle Events you could host, and of course they should be reflective of the interests and hobbies of your best clients – this is where gathering the Client Profile information is very important.

These events also require trained professionals (ie. not you) to facilitate them so think about your professional network, personal network, client-base and non-traditional strategic partners. You probably know a few individuals already who would love the opportunity to provide a value-add to your clients, because it promotes the goods and/or services they provide – it's a fun way for them to increase awareness.

Here are several types of Lifestyle Events you may want to consider hosting:

- Cooking Classes
- Golf Lessons & Instruction
- Garden Workshops
- Travelling Tips & Recommendations
- Wine Tour and Learning
- Quilting or Cross-Stitching
- Book Signing & Reading

These events can be done with 'pockets' of high-value clients in the event that you have more than one distinct group of interests. For instance, perhaps there is one group who would love to take cooking classes and the other wants to learn more about travelling. Between the two, you are able to cover off the majority of your high value clients. It will be difficult to find one single lifestyle event that every single one of your high value clients would be interested in.

This is also a great place to tap into your team because everyone on your team has unique interests and hobbies that overlap with some of your clients. The best way to have a top-notch lifestyle event is to have someone champion it that is passionate about the topic. You may be surprised to learn about the interests of your team, and the various professionals and service providers they are connected to, that are absolutely perfect for this type of event!