



10-ISH WAYS TO GET MORE STUDENTS AT YOUR NEXT EVENT

with Frank Gil

1 TO GET STUDENTS TO REGISTER:

- Make registration as easy as possible.
- Buy a custom event domain name.
- Post pictures of past events.

2 TO GET STUDENTS TO SHOW UP:

- Set incentives for registering early.
- Choose incentives that cost you nothing.
- Give students the VIP treatment.

3 TO GET NEW STUDENTS TO COME:

- Make business cards instead of flyers.
- Incentivize students to invite friends.
- Spend your money on fun stuff, not ads.

4 TO MAKE YOUR NEXT EVENT BETTER:

- Debrief everything.