

Finding the Right Event for You Checklist

Finding the right event isn't a pure science. In fact, it's not always easy. When it comes to local meetups, it's easier to learn through trial and error. For an event you have to travel to, you really need to do your homework and be sure it will be beneficial to you. For any event you're thinking about attending, consider the following:

- Check [Meetup.com](https://www.meetup.com). If you don't see anything in your area, consider doing a day trip to travel a bit further.
- Ask your friends for their recommendations. This will always be your best source because you want to attend events where you know a few people. Don't have any online business friends yet? It's time to step up your online networking.
- Watch your Twitter or LinkedIn feeds. What events are people talking about? Follow event hashtags to see what people are saying.
- When you find something that interests you, do your research. Search Google and ask around. Learn more about the organizers, speakers and so forth.
- Beware of "pitch fest," but understand that just because the speakers make product offers, doesn't discredit the event. It's a common practice to offer tons of great content in the presentation and then offer a product at the end.
- Choose events that are targeted to what you're working on. If you're not big into blogging, don't attend a blogging event. If you're trying to get more serious about affiliate marketing, look for an event that focuses on it. If you're just getting your feet wet, go to an event that offers a variety of topics, so you can figure out where to focus.

Once again, friends are the best source of information. Go to the events they recommend and attend and start making those face-to-face connections.