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What No One Tells You About Seminar Marketing

By Larry Klein

Seminar marketing is a very powerful way to sell professional services. But most everything you

read is shallow advice. In this article, let's focus on one aspect in detail—how to convert the maximum number of seminar attendees to clients. I learned this valuable lesson from giving over 200 financial seminars personally and training thousands of financial advisors in financial seminar marketing. (You can find a link to articles that focus on other aspects of seminar marketing at the end).

Unfortunately, most seminar presenters have the assumption that they want to accomplish one of these objectives in their seminar:

1 Show the seminar attendees how much they know. These professionals assume that if the seminar attendees see them as well informed, well educated and knowledgeable, the seminar attendees will want to set an individual appointment. But this logic is flawed. These professionals are educators and if you educate people, you'll never earn more than a school teacher. That's because education is not motivation. The seminar presenters job is to motivate the seminar attendees to action. Educators don't do this. Educators are in the business of telling and informing. Motivators are in the business of persuading and enrolling.

2. Confuse the seminar attendees. These professionals believe that if you confuse people, they will seek you out to get clarity. I don't think this is a valid seminar marketing model. The average person is attracted to someone who explains things in a way to give clarity not obscure clarity. Confusing people can do nothing but alienate them and leave your seminar attendees saying "I'm more confused now than when I came in." People don't like to be confused.

3. Scare them. Seminar attendees don't like to be confused and they don't like to be scared. That is unless you share the same market as horror movie producers—teenie boppers seeking a thrill.

You get an insight into what seminar attendees really want when you look at who we pay the most in our society. We pay entertainers and sports figures the highest salaries. So it's clear, that as a society, we want to be entertained. Therefore, if you want to attract people, if you want to maximize the appointments from your seminar presentation, entertain your seminar attendees.

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Being an anal, information retentive CPA, it took my speech coach a long time to convince me—when I give a presentation, think Hollywood. She trained me to see that the presentation must have the elements of a blockbuster movie. Seminar presenters need to entertain with stories with humor, with music, with magic, with intrigue, with mystery. What you want to accomplish in the seminar is to get people to LIKE YOU. And you get them to like you if they have a good time, i.e entertain them.

"But I'm not musical or funny and I can't do magic tricks," you protest. Then you simply need some props to assist your milk toast personality. And those props are NOT a bunch of PowerPoint slides (unless the slides have humorous cartoons sprinkled throughout or embedded music that provide a humorous commentary on your seminar content or video clips of popular movie scenes).

You can in fact learn some jokes or learn some magic tricks or learn some humorous stories. If you cannot do this on your own, then simply find a speech coach (your local chapter of the National

Speakers Association can help you). But whatever you do, don't invest thousands of dollars in your seminar marketing and then not get a ton of business from the attendees.

Larry Klein is a leading expert on marketing financial services and seminar marketing. You can access his library at

<http://www.financial-seminar.net/seminar-marketing.htm>

How To Market Your Seminar to Your Local Market

By Kirk Ward

This is the third of five articles on using seminars to market your offline consulting or professional business. The complete series can be found either on this website, or can be received by sending an email to

SeminarArticles@instantpractitioner.com

How To Market Your Seminar to Your Local Market

If you have created a small business management course or seminar, you are most likely anxious to get started with selling your course or seminar. Unfortunately, it doesn't matter how fantastic your course or seminar is if no one knows about it. For this reason, the next step in successfully launching a small business management course or seminar is marketing. But, just how do you go about marketing your small business management or seminar?

Know Your Market

What No One Tells You About Seminar Marketing

In general, the best place to start when promoting a new course or seminar is within your local market. Therefore, you should search within your community, and your surrounding communities, to find individuals who might be interested in your small business management course or seminar.

Obviously, people who are already involved in a small business might need the extra insight you can provide with your expertise. This makes your yellow pages an excellent resource for potential students of your course or seminar. Look for small businesses that are locally owned and target their owners as potential students of your small business course or seminar.

But, what about those people who are thinking about starting a small business, but are looking for a little extra guidance and assurance before taking the leap? This is where you come in. With your course or seminar, you can give these people the little push they need – and you can tap into an eager market when you offer them your course or seminar. Unfortunately, people who are just thinking about going into business can be hard to find.

If you are not sure how to go about finding people who are interested in your course or seminar, or if the whole process seems overwhelming, marketing vendors are available to give you the assistance you need. Through these marketing vendors, you can learn strategies for discovering who is a part of your target market, as well as how to get information about your course or seminar into their hands.

Know Your Resources and Options

One avenue for marketing your small business management course or seminar is through your community college. If you have a community college in or near your community, contact their office of Continuing Education. Often, Continuing Education offices are looking to provide great non-credit courses and seminars to their community. Even better, the college will do a great deal of marketing for you.

Of course, you might not want to form a partnership with another entity. Perhaps you don't want to share in the profits of your course or seminar. Or, maybe you don't want to be restricted by the guidelines of other institutions.

If this is the case, it is helpful to contact a marketing agency. A marketing agency can help you formulate a business plan. A marketing vendor can also help you create marketing materials, such as brochures and news releases. In this way, you can remain the independent owner of your course or seminar.

Another great source of marketing is word of mouth. Therefore, make sure you let it be known that you have an excellent course or seminar available. Pass out business cards and share information about your course or seminar with as many people as possible. With time, the word will spread about your course or seminar.

Many people are interested in being their own bosses and owning their own businesses. A large market for this type of course or seminar exists, but finding the people interested in this type of course or seminar can be tricky. Through the proper marketing techniques, however, a small business

seminar or course can be highly successful.

<http://instantpracticebuilder.com>



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