



# SEMINAR Setup Details



# Seminars

## *Attracting your Audience*

Seminars and webinars are a couple of the best ways to promote business credit and funding. People want money for their business, or even to start a business. Because of this large demand of people wanting money, it is easier to advertise for business credit and funding and get a response.

This is one of the reasons seminars are a great way to sell business credit. You can fairly easily put a message out there that you are hosting a seminar or webinar to talk about how to build business credit with no guarantee or credit check. You can also put a simple message out there that you are hosting a seminar on how people can easily get money for their business.

When you promote that this is the topic of your seminar than you can expect a very nice response. People want money, and if you are teaching them how to get it they will come and attend.

This makes it easier to attract people to your seminars. To get them there you can post on your social media like Facebook, Twitter, and LinkedIn. You can even buy ads on Facebook cheap for people in your area. When you post you can post something simple like... If you own a business or if you dream of owning a business but do not know how to finance it ..Check out this event tomorrow and learn how to create exceptional business credit without a personal guarantee and regardless of personal credit score.

The post above actually comes from one of our clients. In your back office webinar section there are a few webinars from partners talking about their success with seminars.

You can also use a simple message like... Attend our special seminar this Tuesday and learn how you can be approved for at least \$50,000 in business credit and funding. Any message that relates to the attendee getting money for their business will work well for you to invite attendees such as, building business credit for their business, or how to build business credit with no personal guarantee or credit check.

### ***HERE'S THE CATCH...***

What I've learned with seminars is the audience you attract is EVERYTHING!!! I don't care how good or bad of a speaker you are, if your audience is broke and full of non-buyers, you won't get sales.

Things you can do to attract real buyers is to target them correctly on places like Facebook ads where you can go after people who have behaviors similar to buyers, such as having multiple credit cards. You can also charge money for attendance, if you do your show-up rate will be much higher than if it's free. Whatever you do, don't give away a meal as that will only attract people who might be there only for the meal.

Target entrepreneurs with money in any way you can in your local. The next step is that you want to try and make sure they are willing to buy. This is easier for example if you are invited to speak at an event where many people are pitching from the stage, where this is the expectation. You can also make slight mentions in your ad copy. For example, you can mention that there will also be a turnkey solution available in the end. There are many ways to word it nicely such as that, but in the initial marketing and emails up to the event, insure you hint or directly mention that there will be a turnkey solution ready and they should bring their wallets.

There are many ways you can take these messages and invite attendees. One way is social media. You can post these messages on your Facebook, Twitter, and LinkedIn. For this to work you will need to have real fans and followers that are in your local area. The more real local fans and followers you have the more attendees you will attract.

You can also promote your event through local network marketing groups. The Chamber of Commerce and BNI are a couple groups that have regular meetings for business owners. These events attract a lot of business owners in one place at the same time, so this is a great place for you to promote your event. You might even want to come up with a simple flyer to hand out at these events.

You can also hand out these flyers to local business owners. This is another powerful way to attract attendees, simply hand out flyers door-to-door or hire an intern or canvasser to put flyers out for you.

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You can also email your existing database of customers and invite them. If you have put together a good list of prospects and clients it will be easy to invite and attract them to attend.

There are many, many ways you can attract webinar and seminar attendees. The ideas discussed here are some of the easiest, fastest, and cheapest ways to get your attendees to your seminars and webinars.

It's a good idea to create a landing page with event information. This is just a really long one page website. Once you have that done once you can use it for all future events. Then you can push all your prospects there whether you put the web page address on marketing flyers, in emails, in Facebook ads, or anywhere else.

Keep in mind you might not make much money your first couple of events. The key is to survey attendees to find out where they came from, and why they came. With this type of intelligence you can then do more seminars and market more towards what's working with media and message.

### ***The Location***

There are many places you can host a seminar.

You can check with local hotels, restaurants, or any other location with a spot big enough to sit a group of people. Be creative, and reach out to people who own locations you can use that are people you already know. Some people will give you the space for free, or for a very low cost which is what you want.

Try to figure out how big of an audience you plan to attract, then go to find the best location for that size of group.

### ***The Presentation***

This folder gives you a couple of power point presentations you can use for seminars and webinars. If you are using it for webinars just change the words "seminars" throughout the document with the "webinars".

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You WILL need to make modifications to the power point, inserting your name and information on some of the beginning and ending slides. Look through the other slides also as you might want to make changes there also.

This seminar power points are setup using the best opening and closing tactics in existence. The presentations start by going through business credit basics and benefits. Then it leads into the steps of building business credit. Finally it ends with a close.

The middle slides where the steps are shown are where you should actually show the finance suite. The entire purpose of the presentation is to sale and close, but insure the audience receives a lot of information.

To accomplish this you really should do a live finance suite walkthrough with them as you are showing them the steps to building business credit. So instead of selling them the suite, just mention that you are going to show them how to build their business credit by using the most streamlines business credit solution available in the world today to walk them through the steps.

Then use the suite to show them each step of business credit building, but don't try to actively sell the suite, instead get them asking themselves how they can get their hands on it. This should NOT be a sales pitch. The heart of your presentation is just you really telling them how they can build their own business credit. And in step 2 you are telling them about all types of financing they can get their hands on.

Then you continue through the steps of building business credit showing them how to setup their business credible, get their business reports, find vendor accounts, and get revolving accounts.

If you have done the presentation right they are drooling over the system without you mentioning at all that they can buy it. So you show them how to get money and credit easily using the system while explaining to them how they can do it on their own. They will realize the complexities of doing it themselves, and when you make a pitch at the end 10-20% should buy.

You would do this like a normal presentation showing them the dashboard then walking

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through each step and going over the features and benefits. There is a great video in your Training step in your business credit back office that will show you how to do a full presentation through the finance suite.

I have found that showing them the real system is much more powerful than showing them the slides of the power point. But I include slides of the system so you have a backup if you run into technical difficulties with opening your finance suite live.

Sometimes you might have issues where you don't have internet, or you just can't connect to login. You don't want these types of serious issues when you are on stage in front of an audience. So if for some reason you get on stage and can't open the live portal, you then still have the slides to fall back on and can do your presentation.

Preferably, you'll do your presentation over a 90 minute time period. You will really want to spend about 60 minutes presenting about business credit and what it can be used for, then about 30 minutes on your opening and closing. Truly to take your time you might need 90 minutes, so try to make your seminar an-hour-and-a-half for maximum results.

Again, this should flow like you are telling them all about business credit and how great it is. You are giving them so much information that it is very overwhelming to them. They love the content, but they can't imagine doing all the work, but still they are hanging on the ends of their seats they are so interested.

Then you close and tell them that they can get their own suite just as you showed on stage, but you only have room for X people. The "X" should be about 20% of the room. So if there are 15 people there, tell them you only have 3 systems available for the audience. This creates much needed urgency.

Show them the business credit building process simplified in the suite, and they will try to imagine them being able to do it on their own. They see that all that confusing work you told them about regarding business credit building is all done in our system in the suite.

Then your audience should feel relief as they love what you have shown them, and now you have shown them a turnkey solution where it is all done for them step-by-step. They should then feel relieved, and if they have money they should buy.

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Remember, one of the best aspects of seminar is excitement. Excitement breed excitement. By this I mean that if some members of the audience are getting excited, others will feed of that and will become excited themselves. This is what can stem mass interest and make a lot of sales. So be passionate when you are on stage, and work to get your audience excited about what business credit and funding can do for them and their business.

There are some changes you will need to make to some of the slides to customize them and make them white label to you and your company. Here are the changes you will want to make... Remember, the point of the seminar is to make your audience feel like they are getting a lot of good content and information. But the real point of your seminar is for you to SELL. To better sell, show your funding suite as a higher price at the seminar, then offer a lower price if they enroll TODAY.

Also offer them monthly payments if they enroll TODAY. This will give them a lot of motivation to act now. That's what you want, you want people to get excited and act on that excitement to buy. If they are buying something they really want and need they won't have any regrets.

It is VERY important that you establish credibility and rapport from the very beginning. On the initial slides with your picture you will need to talk of your accomplishments. Talk about writing a book if you have done that, or being the author of published articles, use some of the testimonials we provide, and use any and all credentials you have to establish yourself as an expert in credit and funding.

The more you look like an expert the more rapport and trust you will build with your audience and the easier you will find it to sell.

Modify the included power points to fine-tune your presentation, start inviting attendees, and start making some money with seminars.