



SUCCESSFUL SEMINARS

11 TRENDS THAT ARE KILLING ADVISOR'S POTENTIAL BUSINESS BUILDING ACTIVITIES

There are 3 major ways Seasoned Advisors grow their business

Referrals

Centers of Influence

Events/Seminars

There is a tremendous amount of industry focus on referrals. Workshops, Webinars, Books, CDs, White papers. The availability of support is extensive. Simply Google "Financial Advisor Referrals" and you will get 1,300,000 results!

There isn't nearly as much support on building a Centre of Influence network.

And there is a shocking lack of support on creating successful seminars.

AFTER WORKING WITH OVER 1,000+ ADVISORS, I HAVE SEEN THESE ALL TOO FAMILIAR FACTS

1. Most Rookies try their hand at seminar with little to no success
2. Most Seasoned Advisors have stopped altogether after experiencing little to no results
3. Their marketing materials and invitation strategies fail to fill the seats
4. The biggest fear for people is the fear of public speaking
5. Many ask wholesalers to do their presentations for them
6. PowerPoint is used as a crutch
7. Few meetings are scheduled and Advisors are usually put off by the "Catch Me If You Can" game
8. They give up after 2-3 unsuccessful seminars
9. Those who instinctually know the elements of successful seminars can utilize this business building activity to generate a lucrative practice
10. There are usually 1-2 seasoned Advisors in large branches that have been successful with seminars...SO WE KNOW THEY WORK
11. Most Advisors attend workshops, pick up one or two tips, but rarely implement them into their business plan

4 MASSIVE MISTAKES ADVISORS MAKE THAT KEEP THEIR EVENT ROOMS EMPTY

MISTAKE #4

SEMINARS WITH NO REAL VALUE

“If you don’t solve specific pains, you’ll make no business gains.”

Before creating a new seminar you must ask yourself “What specific problem am I solving?” If you haven’t asked and answered this question, you’re not alone! This mistake is the biggest reason seminars fail. It is imperative you confirm this problem actually exists in the hearts and minds of your audience. You must choose to solve a real problem for a very specific group of people. Focusing on helping people “retire comfortably” is not enough. You must hone in on solving a more precise pain for a more particular group of people.

MISTAKE #3

SETTING YOUR FOCUS FAR TOO WIDE

“If you market to everyone, you actually market to no one.”

It’s easy to think your message is for all high net worth people. However, if you don’t define a specific audience, chances are you won’t fill your seats.

Why is this true?

Because the success of your seminars is directly related to the success of your marketing communications. Your marketing communications will determine who shows up for your events....not to mention how many! The only way to have control over the ‘who’ and the ‘how many’ is to make your marketing communications personal. The only way to create personal marketing communication is to know exactly whom you are speaking to.

By tightly defining your specific audience you gain the opportunity to speak to them on a very personal level about the problems they face in their lives, and what solutions you have to offer. The more specific you are, the more personal you can be in your communications.

MISTAKE #2

INEFFECTIVE OFFERS AT THE FRONT OF THE ROOM

“Stop selling and start offering”

Sometimes you can be seduced by the brilliance of your own solutions – the brilliance may be in your own eyes only. It is easy to delude yourself into believing that the prospect will automatically see the brilliance of your solution and accept it unquestioningly (as well as fall at your feet for the penetrating insight you just presented).

By knowing the pain points of your audience and designing and delivering 2-3 meaningful, genuine offers that address their issues, you will dramatically increase the odds of them wanting to meet with you.

The most ineffective offer is simple telling them all about your services and offering a second opinion.



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MISTAKE #1

UNDERDEVELOPED BUSINESS BUILDING SKILLS

“If your business isn’t growing, it’s literally dying”

Unfortunately, just because someone is an expert in their field – doesn’t mean they will be successful in building their business.

You must invest time, energy and money in developing your business building skills as well as your speaking skills.

“I’ve been working with Willa for a number of years now and from time to time she asks me if I want to conduct a seminar. Until recently I was content building my business through centres of influence and referrals. This spring I reluctantly agreed to conduct my first seminar in many years. When Willa told me about her system I told her I would just use the process I have always used. I sent out 250 invitations and had my marketing assistant follow up with 100 phone calls. 0 registrations. I then followed Willa’s process, send out the new invitation that is part of the system and went on vacation. I came back to 5 registrations. My assistant used Willa’s touch point strategy and we had 22 registrations. I only had 20 spots so I had a waiting list. All invitees showed up. I immediately scheduled my second seminar and within 2 weeks had all 19 seats filled. I scheduled my third and filled all the seats.”

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