

Super Seminar Tips & Tricks[®] by Frank Maselli

Episode 5:

A Simple Structure Spells Success!

A seminar is like a journey into an unknown forest. Your audience are the hikers and you are the group leader. They have some idea of where they're going based on the program title and the invitation. But they don't know what path you're taking or how strenuous the hike might be.

They're trusting you to make the trip safe, enjoyable and to not get them lost. This is where having a simple structure and using an agenda can help.

"Let's all look at the map!"

Using an agenda is like laying out a map for the trip. It lets your "hikers" know what incredible sights they will see along the way. That prepares them to absorb the information you're going to share and highlights the key elements of the program.

Take two minutes after your Power Opening and tell them what you're planning to cover during that workshop. Don't discuss the specific timing since that could vary based on the feedback you get from the crowd.

The basic structure at right should work for almost any topic. If your presentation is constructed differently, you can either modify the agenda or the presentation itself to fit the way YOU want to cover it.

I also like to say that I will leave some time *before* the end for any questions. It's vital they know the Q&A is NOT the end. You never end a workshop on the Q&A!

You're in command!

Always remember, a seminar is YOUR program! You may not have created the slides, but you are the one who's leading this expedition. You have the right to alter course, change the pacing, and move stuff around as you see fit.

I'm not saying change compliance approved content. But you can modify the way information is presented based on how you want to tell the story.

The decision of how to structure and present content has a massive impact on the success of your seminar. This is especially true for information-heavy programs.

Audiences can only absorb so much data and detail and many programs are way too dense. They're jammed with charts, graphs, statistics, examples, case studies, and relatively minor discussion elements that overburden the core message. This is often a major cause of lower business results.

Power Opening	5 Min
Agenda	2 Min
Your Short Bio	2 Min
Main Point 1 <i>Here's the serious problem, challenge or opportunity we are facing right now</i>	11 Min
Transition	1 Min
Main Point 2 <i>This is how this situation could affect you personally either positively or negatively</i>	11 Min
Transition	1 Min
Main Point 3 <i>Here are a few things you can do either avoid the problem or take advantage of this opportunity right now!</i>	11 Min
Summary & Recap	3 Min
Q&A Session	5 Min
Call to Action & Next Steps	3 Min
Emotional Close <i>Your "Why Story"</i>	5 Min

The Rule of 3

I use this amazing rule to construct my seminars from the main segments down to the sub-topics within each. There is actual psychology behind the number 3 but just take my word for now that delivering things in groups of 3 works really well.

That means 3 main points, 3 sub-points within each, and 3 simple solutions. It may also mean 3 choices within your Call to Action.

If your program doesn't fit into this basic format, give serious thought to how you can rebuild it. And if you need help, reach out to me. Modifying presentations is something I do every day. And sometimes a very small tweak can make a huge difference.

Remember the goal

The purpose of a workshop is not to teach a CFP class. It's to get people excited, intrigued, focused, and ready to take positive action to secure their financial future. That action is mainly to set a face-to-face appointment where a great relationship can start to grow.

It's astounding how easy that can be when you understand the audience's mind-state and deliver your message in a way that matches their needs. By structuring your talk, simplifying complexity, and making things

understandable, you're boosting your chances of working with those folks.

That's not just for your sake. Without you as their "guide" most of those hikers will eventually get lost and probably eaten!