

Super Seminar Tips & Tricks[®] by Frank Maselli

Episode 6:

Use a Great Handout Packet

One of the most important yet overlooked tools in the seminar world is a great handout packet. This is the item you give people when they show up at your event.

Call it a “packet” a “folder” whatever you like — you need to give people something when they arrive. It can be as simple as a pocket folder. You can get these at Staples for around buck apiece. I’ve used and seen more elaborate kits, but that’s just not necessary.

If you want to go full speed, you could have a custom-branded kit made with your company logo. It depends on the image you’re trying to portray and your budget. Either way these are not expensive at all. So don’t skimp.

Why use a handout packet?

A handout packet is like having free commercial air-time right before the Superbowl kickoff. It’s very common for people to arrive early to a seminar. They walk in, someone greets them at the door and signs them into the event. The greeter then hands them the kit and they take their seats.

At this point, they have nothing to do until start time, which could be ten or fifteen minutes. Naturally, they will open the packet and start reading. What a fantastic opportunity to implant some important messages before ever saying a word.

Without a handout packet, they would sit there twiddling their thumbs until the seminar starts. A total WASTE!

What goes into the packet?

This is where you can get creative and have some fun.

1. A brief welcome note thanking them for attending
2. Customized note paper with the title and date of the program, your company logo and contact info in the margin
3. Articles you may have written about the subject
4. Important handouts or one-pagers pertinent to the subject
5. An evaluation / information gathering form
6. The Personal Profile Interview (PPI)

You don’t want to overload the packet and you don’t want anything that looks like sales materials. Also, never give out the presentation slides. That’s a common mistake that can undermine the drama of the whole program.

“What’s this PPI thing?”

The PPI (Personal Profile Interview) may be one of the best ideas I’ve ever had and it can help you tremendously in your seminar effort, as well as in many other ways.

Basically it’s a 4-page printed interview written by me all about YOU! It’s designed to tell your life story without you having to tell it. In the handout packet it’s pure gold and it can dramatically boost your appointment ratio!

People will read the entire thing and see pictures of you, your team, your beautiful family, you doing a seminar, flying a plane, working on a financial plan, or doing whatever makes you unique, fascinating, and human. The short Q&A format is very readable and because it’s in print, it looks more substantial and gives them a chance to re-read it multiple times.

If you would like to learn more click on the QR code below to download the complete PPI Starter Kit. It will explain everything in detail. This really can enhance your seminar effort.



Evaluation form

I put an “evaluation form” in the packet partly to get some feedback, but much more as a way to gather some information about their concerns and interests. This can help guide you in your follow-up conversations and on the appointments.

Other items

Your Handout Packet can contain anything you like but whatever you do, don’t skip it. It’s a critical bonding tool that can really set you up for success. It makes you look very professional and leaves audiences with a powerful impression of who you are and what you do.

I’d be happy to look over your current packet if you like. Touch base and we can review it before your next event.