

Super Seminar Tips & Tricks[®] by Frank Maselli

Episode 9:

5 LESSONS from the SUPERBOWL

It's the day after the Superbowl, so we had to have a sports theme. Congrats to the Chief's...that was a thrilling end! (I had KC and the under at 47.5, so I'm a lucky and somewhat wealthier camper this morning.)

Here are a few lessons we can learn from the game, and football in general, that could apply to financial workshops.

1. Watch game films

I can't think of a professional sport today that doesn't use video as a training tool. I would bet that every NFL player spends ten hours watching films for every one hour of game time.

They even watch video during the game itself! How nice would it be to stop the workshop, grab your tablet and review the segment you just did on RMD's. "OK let's try that one again! What I should have said is this."

You are no different! We are verbal and intellectual athletes. Your "game" is up in front of that workshop and watching your performance is a critical way to improve.

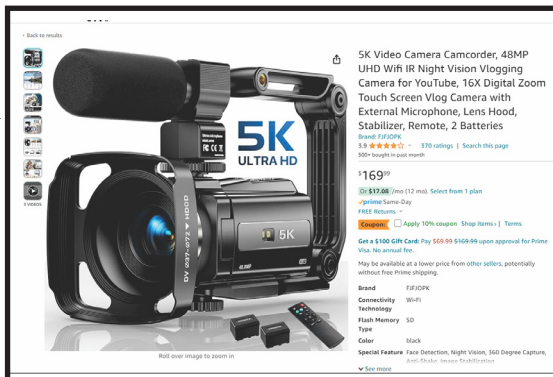
Fight through the pain!

Watching yourself on video is tough. If you're new to seminars, it can be a jarring experience. But I urge you to overcome that feeling and just do it. Just tell yourself: "I'm a professional and this is what pros DO!"

How to video yourself

This isn't rocket science. Get yourself a video camera and tripod. They're cheap as dirt. You could use a cell phone, but the sound quality isn't great. And sound is a critical part of the coaching process.

Amazon sells a 5K video cam with an external mic that sells for \$169.99! That's insane! I'm buying one now. Just stick the camera in the back of the room and press



record. You don't need a camera person...just get a wide enough shot to capture yourself and the screen where slides will appear.

Then sit down and watch for things you did well and not so well. Note the audience reactions to critical segments. You can be your own coach to an extent, or you can send me the file and I will watch it and give you a complete analysis. That's not free, obviously, but it will change your life.

2. Great coaching

Last night's game was as much a match between brilliant coaches Andy Reid and Kyle Shanahan as between players. Tony Romo's insightful commentary highlighted that perfectly to the point where my wife said, "**I had no idea there was so much strategy in football!**" (Me neither, but don't tell her.)

There is strategy in speaking as well. The days of just getting up and talking are over. To drive business you need more. Relying solely on your innate chatty nature will yield mediocre results at best. Get some help! A couple of tweaks could be the difference between a 10% and a 70% appointment ratio. What could that do to your ROI for the rest of your career?

How cool would it be to get some sideline coaching in a seminar?

"OK Pete, this audience seems to enjoy stories. Let's cut out those spreadsheets on slides 45 and 52 and go deeper with the case studies on 48 and 55. And bump up the humor a bit. They're definitely reacting to that. Now get back in there!"

3. Tiny details matter a lot

One inch to the left and that punt would have missed 49'er Darrell Luter's heel. KC would not have recovered the fumble and scored, and San Fran could be holding the Lombardi Trophy today. ONE LOUSY INCH!

In a workshop, there are a hundred seemingly tiny details that can swing a prospect's decision in your favor. Everything from room set-up, your handout kit, the way your slides build instead of just appearing, the type and placement of stories, the snacks you provide...can make a huge difference in the outcome.

What's even better is that you can control almost all of the details yourself. There's no opposing team fighting to throw you off your game. There are unpredictable things that can happen with a live audience.

One unlucky advisor had a kid's karate tournament next door to his

seminar room at the local community center! The noise was absurdly distracting!

Barring those kinds of unforeseeable events, most details can be planned in advance.

4. Go with your strength

Patrick Mahomes isn't the GOAT yet, but he's on his way, doing things that Tom Brady could only dream of...like RUN! His two runs in OT weren't scrambles...they were planned. Someone on a headset finally said, "Let Patrick do his thing!"

What's YOUR thing? In a workshop, audiences will not understand more than 10% of your content. What they need and desperately WANT to see is your passion, conviction, expertise, general like-ability and trustworthiness on display. Are those your things? Does your program "gameplan" allow you to highlight those aspects of who you are and what you can do for people?

5. Focus on Emotions

One thing that makes football such a great sport to watch is that there is structured emotional tension 120 times in every game. Every play is an explosive moment...a potential highlight film for the ages.

Financial workshops can't be that exciting, but they can be much more emotionally engaging. EMOTIONS are what drive people to action. Data and facts are great tools, and you need them, but they're only useful to the extent they support the broad emotional goal of your message. That message can be stated pretty simply as:

- **We are all facing a challenge right now**
- **It's a pretty tough challenge, probably tougher than you thought**
- **There are some things you absolutely can do about it**
- **If you do them, they will help you quite a bit**
- **You will need some professional help**
- **I can definitely help you**

You can learn more about seminar emotions by downloading "The 9 Critical Emotions" piece at the QR code above.



6. Experience counts

Brock Purdy's story is phenomenal! The final player chosen in last year's draft, he leads his team to a Superbowl in his first year as a pro. How rare and exciting is that? He obviously has talent. But what he didn't have last night were scars.

Patrick Mahomes has been to the big game four times and won three! His NFL record has imbued him with orders of magnitude more experience...and it showed in the last two drives.

The more times you step up in front of a crowd...the better you're going to be. But paying \$6-10k a pop is an expensive way to get some speaking chops. This is one reason I teach advisors how to do more free seminars. The "rubber chicken circuit" is a fantastic place to hone your craft and it costs virtually nothing!

I did the Lions, Moose, Elk, VFW, American Legion, Optimists, Rotary, Officer's Clubs, Kiwanis, Masons, Adult Ed. If three people gathered in a coat closet I would come speak to you! And I learned something every time, so that when I stood up in front of my own crowd at Ruth's Chris or the local hotel, I was sharp and totally ready.

Give it some thought. It's easier than you might think and it can have a dramatic impact on your career.

7. TEAM

This has been too long...my apologies. There were many lessons from that game that apply in our world. The final one is about building a team. But that's a long discussion so we'll save it for a separate email.

Frank Maselli
