

Super Seminar Tips & Tricks[®] by Frank Maselli

Episode 13: The 9 Critical Emotions[®]

A seminar is a two-pronged experience that involves both logic and emotions. These **9 Critical Emotions[®]** are the core of a great program that will drive people to action. Get all 9 and you'll be swamped with appointment requests, and those meetings will be far more productive.

This is just the basic list. For a detailed explanation of HOW to evoke and tap into these emotions (and much more) you need to read my book "**Seminars The Emotional Dynamic**" which is coming out next month in 5th edition. So this is sort of a teaser, but at least it will get you thinking the right way.

1. LIKE

People do business with people they like. That's a fact. A huge chunk of your seminar is about building a personal connection to the audience and getting them to say to themselves, "*He seems like a really great guy. I think we would enjoy working with him.*" Do that and they will talk themselves into meeting with you. Miss it, and you could have done the greatest educational workshop in history, but they will not convert.

2. UNDERSTANDING

You want your message to be simple, clear, concise, and valuable for your audience. That involves the facts and stats you might use, how you structure the overall program, and the specific way you choose to explain things. It also touches on the stories you tell and how and *when* you tell them. Very important!

3. RESPECT

As the expert, you possess a certain amount of audience respect automatically. But there are specific things you can do to enhance and expand that feeling. Of course, being obnoxious or too self-aggrandizing is bad. But being timid and downplaying your skills and stature is even worse. They are looking for leadership.

4. CONFIDENCE

You want the audience to have confidence in your ability to help them succeed. That makes sense. But you also want them to feel greater self-confidence. Not to the point where they think they can do things themselves. But where they believe they CAN take

greater control of their future...with YOU on their team!

5. HAPPINESS

Audiences want to learn, but they also want to have a great time doing it. People are sick of boring economics lectures or tedious sales pitches. Your program needs to be fun and enjoyable. Get them engaged, smiling, laughing, sharing, and excited. That will immediately differentiate you from other seminars they've seen. And it can be done with intelligence and professional decorum.

6. FEAR

Fear is not a motivator...it's a DE-motivator. And I believe using fear to compel action in a seminar is unethical. Your goal is NOT to scare people...it's to UN-scare them! They are coming in scared. You want them to understand what they're scared of and why it could be frightening. But then, to leave feeling like those fears can be defeated. I call this process "**slaying the dragon.**" If you do it well, the seminar becomes a model for the entire relationship and you are their champion!

"Emotion is the chief source of all becoming conscious. There can be no transforming of darkness into light or of apathy into movement without emotion."

- Carl Jung -

7. ACTION

Inertia is an insidious force that keeps people from taking action...even when they know they should. Your Call-to-Action (CTA) needs to be simple, powerful, and valuable. I also like to use "mini-actions" that get them making small movements (emotional and physical) throughout the seminar and at the close. These make bigger actions later much easier.

8. CHANGE

Most people hate change, but seminar audiences are in a different mind-state. They are searching for something, or else they wouldn't be in that room. Your job is to help them realize that they are right to feel that urge. Change is normal, beneficial, and more specifically, change to YOU is very much in their best interests. That's why they came. Help them make it happen.

9 ENTHUSIASM

Your delivery needs to energize and inspire that audience. They will probably forget 90% of the facts and statistics you use. But they WILL remember the way you made them feel about the importance of the subject and about themselves during that event. If you're fired up...they will be too. But this can't be faked forced, or theatrical. Audiences want you to be YOU. So

whatever your personality or speaking style, we can find a way to let that authentic passion for helping and caring shine through.

What about "TRUST?"

These 9 critical emotions are actually the components of Trust. But Trust is a "Super Emotion" that takes time and experience to fully form. Telling an advisor, "Just get them to trust you." is like telling a golfer to, "Just master the swing."

Trust is the ultimate goal of a great client relationship. It can start at the seminar, but it can't grow until they experience working with you.

The Hart Part is coming!

Look, it's easy to tell you WHAT to do. But it's the HOW that

makes the difference. That's what my book is all about. The experience of 4,000 public seminars and thousands of advisors coached and trained in this process...all in one fun, exciting and easy to read book. It will boost your results immediately and change the way you think about seminars and workshops. And it's ALMOST DONE!

Pre-Order Discount

I honestly haven't decided on a price yet, but if you want to get on the pre-order list, you will save 25% off whatever gigantic number I come up with. Just email me at frank@maselligroup.com and you're in!

And if you're a wholesaler or manager of some kind...you get a discount for multiple orders. Your advisors will love you for this!

