

Super Seminar Tips & Tricks[®] by Frank Maselli

Episode 6: Use a Great Handout Packet!

When people arrive at your workshop, in addition to a friendly greeting and a name tag, you need to provide them with a handout packet (HP).

The HP is a critical item that can do some important things for you. Too often, however, it's weak or completely ignored. That's a major mistake and its easy to fix.

Why Use a Handout Packet?

A HP does several things for you that are all very good.

1. It makes it look like you fully prepared for this important event. A packet is tangible proof that you take seminars seriously and are concerned about providing good information in a professional way.
2. Audiences will definitely look thru it because they have nothing to do between arrival and start time. They welcome the chance to read something interesting.
3. The packet can include important information about the topic and about you personally. This saves you from having to tell a long story about yourself...which is always a bad idea.
4. It's a take-away that lasts long after the workshop is over — a permanent foot-in-the-door reminder of your event. People might hold onto your seminar packet for years. And if their advisor ever gets hit by the proverbial bus, they might dig it out and call you. I've had this happen many times.

What kind of packet?

I prefer a simple branded pocket folder with my company name on it. This is low cost and it allows me the flexibility to replace items easily for different topics. If you feel that a branded folder feels too salesy, just use a plain one. That will still work.

I've used more elaborate handout packets for special events all the way up to leather-bound binders. That's overkill for a public seminar, but a basic binder could be nice as well. People never throw binders away and you could add elements over time as part of your drip campaign. (see "The Binder Strategy").

On the low end, you could simply staple a bunch of papers together or hand out loose individual items, but that just feels too lazy to me. The handout packet is a professional touch that sends important subliminal messages about you to the audience. If you're going to do it...do it right!

What goes in the packet?

You have many options but here's the basic packet I suggest:

1. **Customized note paper:** These are simply blank sheets with lines and the title and date of the seminar on top along with my contact information somewhere small in the margin. You definitely want to encourage note-taking at your events. See **Tips Tricks #8** to learn more about this.
2. **One pagers:** Important information related to the topic. For example, if I were doing an Estate Planning workshop I would have a one-pager that defines all the different types of trusts. I might even laminate it. Audiences love this!
3. **Articles:** Copies of one or two important articles or a resource page for additional information related to the topic.
4. **An Evaluation Form (EF)** or Appointment Card. My form is less of an evaluation and more of an information gathering tool. Audiences always say nice things, but the one evaluation that counts is **"Did they set an appointment?"**
5. **The Personal Profile Interview (PPI).** This is a very powerful and unique tool I created that will elevate your workshop results and make you look fantastic! It basically tells your whole story without you ever having to say a word! People read this and bond with you before the workshop even begins. The PPI is totally customized and no one else has it. Email me at frank@maselligroup.com to learn more and see some samples. It's a major goldmine!

What NOT to include

Never give out the slides in printed form. This common mistake destroys the drama of the program and just causes confusion.

No sales literature. There's only one "sale" you have to make...and that's YOU. Any product pitch will hurt your results.

Please use something!

A handout packet is an essential part of the workshop experience. Don't skip this easy but important step. It's a professional touch that people will read and appreciate. It makes you look really sharp and will almost certainly boost your business results! If you want to run it by me first...just reach out anytime.