

# Super Seminar Tips & Tricks<sup>®</sup> by Frank Maselli

## Episode 22: *Take the Kolbe A Index<sup>®</sup>*

Did you ever do something that was so powerful you were filled with joy and regret at the same time?

That's how I felt when I took the Kolbe A Index. I wanted to scream...*"Why didn't I know about this before?"* It changed my career and a lot of my life and I've used it with advisors now for over 20 years. It has massive implications for your success with seminars and as an advisor in general.

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### Your "Natural" Style

To have real success with your workshops, you need to understand your natural speaking style. And just to be clear, when I say "real success" I'm not talking about setting one or two appointments. Anyone can do that! You don't need advanced skills if that kind of result makes you happy or profitable.

I'm talking about appointment ratios that start at 50% and go up from there. When you get to that level, things really change for you and your business. It's a level of fun and success that can ignite your practice...and it's well within your grasp.

As a speaker, there is one thing audiences prize above almost everything else — **AUTHENTICITY!** They can spot a fake a mile away and they don't respond well to a speaker like that.

But "being yourself" doesn't mean your everyday, boring, chill, and super-casual self. You need to be a "slightly enhanced" version of yourself — a lightbulb with a tiny bit more wattage, or a simple dish with a bit of spice to bring out more of the flavor. This is critical to understand.

So what exactly is your "authentic style" and is it working for you? Are you as effective in front of that room as you can be?

To help, there's a simple, inexpensive, but very valuable tool that will identify aspects of your natural speaking style. It's called the **Kolbe A Index<sup>®</sup>**. It changed my life and helped thousands of advisors and others I've used it with for the past twenty years. I

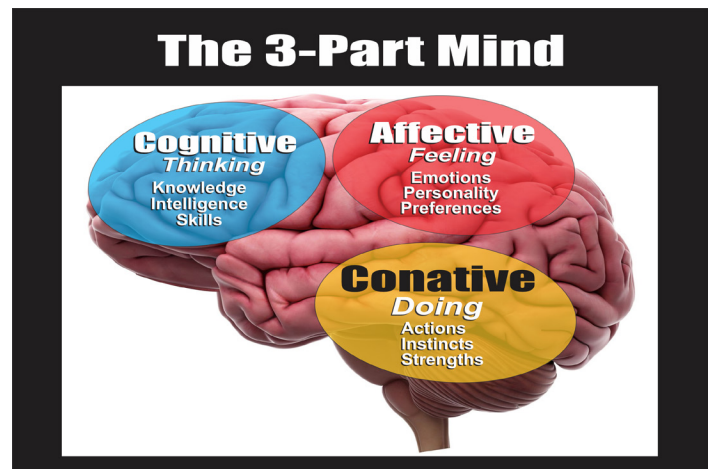
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### Kolbe & The "3-Part Mind"

The Kolbe is a 36-question test you can take on-line in about 20 minutes. It is the only assessment that measures the third part of the human mind. You've heard of two of these parts, but probably not this third part. Let me explain.

#### Part 1: Cognitive Mind — Intelligence

Cognitive deals with knowledge and intelligence. It answers the question: *"What do you know?"* There are about a million



cognitive tests out there starting in grade school with IQ and SAT's, Series 7, etc. You need to know stuff to be successful in any field and we measure cognitive skills quite thoroughly.

#### Part 2: Affective Mind — Personality

This part deals with personality, desires, emotions, likes and dislikes. Affective tests include Myers Briggs, DiSC, Enneagram, & Typefinder. They ask questions like, *"What do you want?"* *"Which would you choose?"* *"How do you feel?"* They're fun and they reveal a lot about how outgoing you might be or how "intuitive" or "dominant" you are in certain circumstances. It can be helpful to understand aspects of your personality and they play a role in your business and seminar efforts.

#### Part 3: The Conative Mind — Actions

This third part of the mind deals with actions, behaviors and instincts. In my experience, this holds the most valuable information for your success with seminars and with your business in general. It doesn't measure what you know or want, but what you actually **DO!** And it's the only test out there that quantifies behaviors. And your scores are pretty much permanent. They've been with you your whole life and they will be with you till you cash in your chips.

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### Your Natural Speaking Style

Your Kolbe score will reveal your most natural speaking style and identify the critical behaviors that can help you bond to more of your audience. It impacts the entire seminar process from how you prepare for a program to the actual delivery and into follow-up and appointment setting.

## **Kolbe measures four Action Modes:**

**Fact Finder:** how you gather and share information

**Follow Thru:** How you organize and design

**Quick Start:** How you deal with risk and uncertainty

**Implementor:** How you deal with space and tangibles

You will get a score from 1-10 in each mode. The numbers indicate your deepest strengths along a range of behaviors. And there is no such thing as a “bad” Kolbe score. Whatever your numbers are — they are perfect for you and identify what you do best when free to be yourself.

## **Improve your seminar preparation**

Kolbe will identify the best way for you to prepare for a presentation. My score (3-3-9-3) confirms that for me, the best way to prep is to first develop my own “top-down big picture” story and then rebuild or re-order the slides, details, and facts that support it. I almost always create my own slides or will rearrange a purchased one to fit my story.

For you, it might be better to start with the prepared slides and master the existing structure, sequence, and details of the program as presented. Knowing your best approach will save you tons of time and reduce stress making the whole preparation process much easier.

## **Bond with more people!**

Your natural speaking style will appeal to a certain percentage of that room. But if you want more appointments, you may need to purposefully augment that delivery in a way that reaches other folks. This is what Kolbe will tell us.

My natural style is story-based with lots of drama and humor, but lighter on charts and statistics. That works with some folks, but there are others who NEED NUMBERS! So to max my appointments, I add specific segments of intense detail, historical proof, and hard data. This allows me to connect with more people in the room without violating my core style. You can cover all the bases instead of just one.

Most advisors have the opposite challenge. You may be great with the numbers but are not connecting with the audience’s emotional side. They appreciate your data but you didn’t inspire or motivate them enough to set an appointment.

Once we have a good handle on your natural style, increasing your business results is a matter of “fine-tuning.” This is a huge part of what I do with advisors every day...and it works!

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## **Way Beyond Seminars!**

Obviously, Kolbe isn’t just for seminars, but for every part of your profession, and indeed your life. These are your deepest strengths and core success behaviors that you rely upon whenever you need to get something done.

I will spare you the science here, but I’ve used Kolbe for decades and have put thousands of advisors through this process. And because it measures actual behaviors rather than personality or knowledge, it has implications for team building, hiring, and coaching that no other assessment test can match. Imagine everyone on your team operating from their deepest strengths. The power is truly amazing!

I have teams where everyone puts their Kolbe chart on their desk so they know exactly what each person’s strengths and

actions are. It’s a tool you will use every day in a hundred different scenarios. And it’s a ton of fun!

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## **X-Ray Vision for Hiring**

If you’re hiring someone new, the Kolbe is like scanning them with an X-ray machine. It cuts through the resume and interview and tells you exactly what a person will do on the job; fit in with the rest of your team; where the synergies or sticking points might be; and what kind of training or coaching will they need?

Because Kolbe is about actions instead of desires and personality, it’s also much easier to relate to a business environment. Tests like Myers Briggs and DisC, while useful, can feel vague or nebulous. Plus, a person’s personality can shift depending on the situation. By contrast, Kolbe identifies hard-wired traits that almost never change! The retest validity is 90% over ten years!

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## **Joy and Regret!**

Kolbe explained almost every success and failure in my life from back in school, to my time as an Army officer and my earliest days as an advisor and manager. It was all there...plain as day!

After doing it with my wholesaler team, we started putting our top advisors through Kolbe. This allowed us to explain our funds in a way that fit each advisor’s specific needs. It was value-added tool that drove our sales to epic levels.

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## **Seminars & The Wisdom Wave!**

To circle back to seminars for a minute, consider that right now in America, there are 200 million Americans who need your help. They are packing seminar rooms all across the country every day and our profession is exploding! You are in the perfect place at the ideal time. This is making the Baby Boomer investment explosion, (which was enormous) look like a firecracker! And it will continue for a few decades as the “Great Wealth Transfer” fuels a new age of our profession’s growth.

To capture a share of this amazing opportunity, you need some advanced skills built on a foundation of solid self-awareness. The Kolbe is a fantastic place to start.

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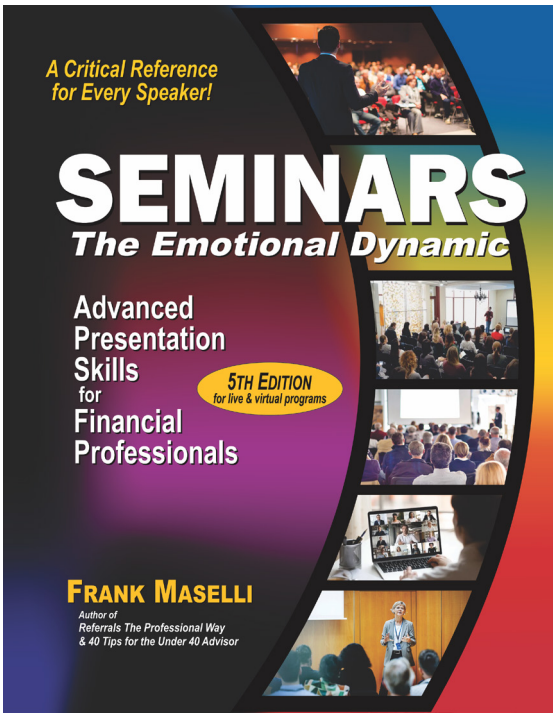
## **A Free Kolbe Analysis!**

The Kolbe A Index costs \$55 and you will get a complete report as soon as you’ve finished the test. To take it, go to **Kolbe.com** or simply email me at **frank@frankmaselli.com** and I will hook you up. And if you’ve already done it, just send me your scores.

THEN — I will do a **FREE Kolbe Analysis** for you and explain what your scores mean for success, both with seminars, and as a financial professional. If you want to do this for your team, let’s talk. That’s not free, but very reasonable and a lot of fun! It’s perfect for your goal setting process or for new hires.

Email me today — take the test and let me help you! Its easy, cheap, potentially life-changing. You will see immediate results in your next workshop and then you can apply this wisdom to the rest of your team and your business.

The best part of Kolbe is the impact at home! Whenever I screw something up, start a project and never finish, or buy some crazy impulse item, I look at Rebecca and simply say, **“Hey...3393!”** and she just smiles. *To be honest, I’m not really sure what that means, but we’ve been married 30 years...so it must be good.*



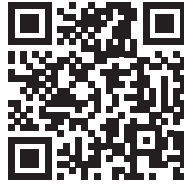
This book is the industry “bible” for all types of seminars and workshops. It will cut ten years off your learning curve and save you tens, or even hundreds of thousands of dollars in wasted or fruitless effort.

The ideas in here come from my own experience of over 4,000 public seminars. They are also the product of decades of coaching and training advisors and wholesalers in these same skills.

The book is over 300 pages long, but I wrote and designed it to be an “easy read.” I think you will find it to be an invaluable resource that could easily double the business results from your workshops.

I’m talking about appointment ratios consistently better than 50% to 75% for starters. At that level, seminars take on a whole new dimension of professional success.

Click the QR code and order your copy today!



frank@frankmaselli.com  
919-329-2723