



The CSM "Challenge Coin"

The CERTIFIED SEMINAR MASTER PROGRAM®

By Frank Maselli, PhD
in partnership with AcquireUp

What is the CSM program?

CSM is an advanced, online training course designed to greatly enhance your seminar business results. It is totally self-paced to accommodate your schedule.

The goal of CSM is to develop an elite corps of the best seminar presenters in the Financial Services Industry. There has never been a better time to do seminars, and I am totally committed to your success!

What's the course structure?

There are Core Lessons required for certification and optional Electives based on your needs and style.

Most lessons are in audio format with several on video or in print. This lets you listen in your car or at your convenience. Also, research has shown that many top speakers are "primary auditory learners." The CSM audio format aligns with your natural skill set and lets you *hear* how the techniques might sound in a seminar.

How much does it cost?

The rate for Host University attendees is \$995. If you sign up today, you will get a one-week "put option" where you can change your mind for a 100% refund. After this meeting, the price will increase to \$1,500.

But before you decide, consider this generous commitment from AcquireUp that will allow you to pay for this course in a very short time.

**CSM graduates will get a 5%
discount on all workshops
booked within 6 months
after certification!**

At \$995, the CSM fee is about 10% of the cost of a single seminar. For that investment, you could double the business results of your events forever!

How long will it take to get certified?

You could probably complete the core curriculum in a week. The electives will take longer.

What exactly will I learn in CSM?

The CSM core and elective courses include specific, practical skills and techniques necessary to increase the number and quality of appointments you generate from your workshops. Subjects include:

- Pre-event planning, rehearsal, and setup
- Optimizing seminar structure and design
- The 9 Critical Emotions®
- Power Openings & Closes
- Appointment setting
- Delivering an effective Call to Action (CTA)
- Prepping for and controlling the Q&A
- Use of drama, humor, vocal variety, movement & props
- Story design, delivery, and placement
- Adding impact to data, stats, charts & details
- Dinner seminar ideas including "The Split Agenda"
- Special techniques for virtual programs
- Fun audience engagement ideas and tools
- Seminar follow-up and the first appointment process
- And much more with new electives added regularly

Are there any other benefits?

As soon as you enroll, you get:

- FREE coaching with me for 6 months
- FREE Story Analysis and video reviews
- FREE Kolbe A Index® analysis
- A \$500 discount on The Personal Profile Interview (PPI)*
- 50% discount on PowerPoint "Makeovers"
- First look at all new seminar tools

What results can I expect and how long will it take for this to work?

You will likely see major improvements at your very next event, and then a steady ramp-up to a consistent 50% or better appointment ratio. At that level, seminars become extremely profitable and a lot of fun!

If you're already above 50% now, you can go higher. There is no limit to your success. With skill and coaching, you might be amazed at what is possible. Ask some of the top advisor presenters here at Host University.

*The PPI is already discounted \$400 for Host University attendees. CSM enrollees get an additional \$100 off.

Do I really need these skills?

Seminars are a major investment in your business both in time and money. 90% of the success of your events comes from your performance in front of that room.

If you are consistently setting and keeping appointments with 50-75% of your attendees, you're doing very well. But most advisors aren't even close to 50%. This program could change your world. The CSM skills will maximize your ability to convert those attendees into clients.

What guarantee do I have this will work?

There's no guarantee. But if you use the skills and do not see a major improvement in business results within six months, I will coach you for free...**UNTIL YOU DO!** As long as you put in the effort, I will never let you go!

Can I use this for webinars too?

The main emphasis is on live events, since those are the vast majority of workshops being done today. But the skills can be used for virtual programs as well. Some of the electives are specific to webinars.

Will you be the only instructor?

Mainly yes, but I will periodically include different perspectives, skills, and ideas from other brilliant people.

Can't I get all this from the Seminar book?

The book is critical, and you should read it. But the CSM program is a chance to see and hear the skills in action. Plus you get the other benefits like coaching and the 5% discount.

What if I stop working with AcquireUp?

That would be unfortunate. But you will still get the coaching and other benefits I have promised.

How long are the actual lessons?

Most lessons are around 10 minutes and are focused on a specific topic. This makes learning a lot easier and lets you customize the curriculum to your needs.

Will progress be tracked and are there any tests?

I will track your progress and will always be available to answer questions or supplement your study. But there are no tests or "pop quizzes." You're in the NFL now.

What if I already did the PPI or a PowerPoint makeover?

Since those are core CSM benefits, you will be credited back the discount difference.

Will CSM enrollment be capped?

Possibly. If coaching demand gets too high, I might have to cap it. So you want to be early into this first class.

What's the "Challenge Coin?"

As a former Army officer, I used these to signify a special achievement. I designed this coin to represent the 9 Critical Emotions and the principles of top presenters. Always carry your coin with you, or a failed "coin check" from another CSM means drinks are you!

When do I get my challenge coin?

Right now...as soon as you sign up! It's not a reward for completion, because the journey of self-improvement is never complete. Instead, the coin signifies that you stepped up and chose to push yourself, expand your skill set, and master this critical process. The minute you say "I'M IN...LET'S GO!" you've already won!

How can I get started?

Complete your pre-enrollment form, pay your fee, and you will receive all necessary program information and materials as soon we return from Host University.

Final thoughts...

This is "The Platinum Age" of financial seminars. Right now, and for decades to come, hundreds of millions of people will need your guidance. You are in an amazing profession at the absolute greatest time in history!

By partnering with AcquireUp, you have shown your interest in seminars and your desire to work with the #1 marketing firm in the industry. You're off to a great start!

But the success of your seminar effort hinges, almost totally, on what you do in front of that room. Your performance in that 60-90 minutes is the magic moment where people decide they want to take the next step with you. It is the most critical part of the entire workshop process by far!

There are many speaking coaches out there with a broad range of ideas. You will probably derive value from almost all of them. But I firmly believe that my extensive training, academic study, personal experience of over 4,000 public seminars, and thousands of advisors coached, makes me uniquely qualified to guide you on this thrilling and wondrous journey.

You are facing a critical opportunity right now, both for your business and for the many families whose financial futures you will secure. This is the time to be bold!

Let me help you!

