

Presentation Workshops



PRESENTATION WORKSHOPS

A. Types of Workshops

This is a powerful benefit, which enhances the credibility of Elite Leads Networking. Members have access to information and skills development. No other leads group has ever thought to incorporate education as a benefit. In Section 4, Item E, I mentioned several Industry Categories that are ideal for early recruitment. By the time you have six groups, you'll want to have your first Presentation Workshop Scheduled.

Here are some of the topics I have covered so far:

Tom Hopkins "Sales Skills Training" He'll volunteer one of his staff to come in for a no-fee workshop

Motivational Speakers by Peak Performance They now use Elite Leads as a regular stop for their pre-sale tour. No-fee

Charge a fee for these workshops, even if it's \$5.00 for members and \$10 for guests. If there isn't a fee, people will assume there isn't any value.

"Presentation Skills"; Presentation Coach

"Marketing Yourself"; Marketing Consultant

"Telemarketing and Telescripting"; Telemarketing expert

"Referral Power, Networking Your Way to Success"; Marketing Consultant

"The Power of the Written Word"; Newsletter Writer

"Overcome Call Reluctance"; Cold Call Coach

"Marketing the Small Business on a Small Budget!"; Marketing Consultant

"Analyzing Your Personal Skills" with Myers Brigs Testing (I charged \$25 for this one); HR Consultant

"Dream big dreams! Only big dreams have the power to move your mind and spirit."
- Brian Tracy

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"Use Your Mind for a Change"; Hypnotherapist

"Ride the Information Highway"; Incubator Consultant and Computer Consultant

"Finding New Clients"; Marketing Consultant

"It's Not Illegal to Reduce Your Tax Base!"; Tax Consultant

"Get Organized, Get Time!"; Organizational Consultant

"Presentation Skills . . . Get to the Point!"; Presentation Coach

"Marketing on the Web!"; Internet Marketer

"Empowerment . . . Control Your Financial Future!"; Stock Broker

"Short Cuts to Big Bucks!"

I've had 60 sign up, and only 15 attend. I've had 30 sign up and 25 attend. I have never figured it out. I do know that I have to take the time to call and remind them a couple of days in advance. That will make sure the attendance much better. I feel responsible for a decent turnout after asking someone to prepare a workshop, it takes a great deal of time physically and mentally.

I didn't start by charging for the workshops, but it has value and if you begin by having a nominal fee, you're receiving something for your time.

I video record the presentations for our lending library.

B. Thank You Gifts

I believe in acknowledging the presenters gift of time and experience. I have given them Elite pens, passes for Bay cruises or split the fees with them. What ever you are comfortable will be okay.

I also make sure that they get a video copy of the workshop. They can use it for a critique and for back-of-the-room sales materials at future workshops.

"I never let schooling interfere with my education."

- Mark Twain

C. The Workshop Sign-up Sheet

Use bright color papers to print "Elite Leads Workshop" Flyers. You'll be able to spot them easier at the meetings. You can pick up more bright stock at Kinkos or any other copy store.

Click [✓] Start [✓] Programs

✓ Adobe ✓ PageMaker 6.5 ✓ PageMaker6.5

✓ "File"; ✓ Open

✓ "form12-Workshops.p65"

✓ Page 1

Change the information for the Title, who's presenting, the date, time and place. Add three catchy statements about the workshop to get their attention.

Insert one sheet of bright stock in your printer.

✓ Print, type "3" for the number of copies,

✓ Range, type 1 (to print Page 1 only, ✓ Print

The first two sheets will be used for sign-ups, those who are interested in attending the workshop.

The third sheet will be used as a sign-in sheet the day of the workshop.

✓ Page 4

✓ Print, type "3" for the number of copies,

✓ Range, type 4 (to print Page 4 only, ✓ Print

✓ "File"; ✓ Close; ✓ "Save"; ✓ Yes

You will hand these sheets out to someone who has email that will provide the article review for the newsletter.

D. Promoting the Workshop

Begin to promote the Presentation Workshop at least one month prior to the date by announcing the information at the beginning of each meeting. Emphasize limited seating and value of the information.

"Destiny is not a matter of chance, but of choice, not something to wish for, but to attain."

-William Jennings Bryan

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Send a notice to the newspapers at least 3-4 weeks prior to the date along with your meeting press information. Refer to 3.10 for information.

E. Recording Results

It keep a listing of all the workshops, how many signed up and how many attended in an Excel spreadsheet. It's a great reference for judging future workshops.

It also serves to substantiate one of the major differences between Elite Leads and all the other groups.

We are the only organization that provides educational workshops for our members.

F. Creating a Workshop

I spend time listening to what the members say about their challenges. It gives me great ideas on how to create new workshops.

After your first year, we'll start working on a presentation you can offer your members. Then you will be able to take it out to other organizations to gain more visibility for you and Elite Leads.

"Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do."

- Mark Twain
