

# KEY STEPS TO SETTING UP YOUR OWN SUCCESSFUL SEMINAR

by Gordon Burgett

It's not enough to announce a presentation that you want to give, then stand back and wait for the masses to pay a fee and file in. Certain steps must be taken to create success. These are the most important five:

*(1.) The subject must be appealing and clearly stated in the title and description, plus it must meet a need sufficiently strong that one will pay to attend.*

A potential registrant must see your program as a way to meet their need. It must be clear why they should attend. The benefits must be stated or obvious: by attending the seminar the participant will solve personal problems, get rich, learn a skill, change jobs or receive a pay hike, find security, overcome frustrations, improve their sex life...

This is the single most important guideline of the five. The best promotion, finest location, and most attractive fee will not sell a senseless title or a garbled, pointless description.

*(2.) The seminar must be scheduled when and where the public will attend.*

Obvious? How many are scheduled when the speaker wants to speak?

*(3) The cost must be in line with perceived benefits and other ways of realizing those benefits.*

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"Perceived" is the key word. The benefits can be there but if one doesn't perceive them—why they are worth having or that they can be gained from your seminar,—any cost will be too high.

Your seminar must also be affordable and competitive with other means of getting similar benefits.

*(4.) The participant must know of the seminar's existence and be attracted to it.*

If one has an idea that is salable as a seminar, the difference between success or failure is usually the promotion. If nobody knows about the seminar, who will attend? Without promotion, who will read the title and description and hurry to register before the hall fills?

Yet promotion is also the greatest financial risk. Self-promoted seminars often spend as much as two-thirds of their anticipated income to attract registrants before a penny is made. Promotion properly done can draw crowds to seminars that are promotable. But if the topic, title, description, timing, location, and all the rest aren't right, that is, if the seminar isn't promotable, all of the costs spent making your seminar known may be useless.

*(5.) The seminar's content and your presentation are crucial for long-term success.*

If you are going to offer the seminar time and again—and why would you go to so much trouble if you weren't?—what you say and how you say it will be its own best long-term promotion.

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The first time out you must provide not only solid content and professional presentation skills, particular attention must be paid to the first four steps of this guide so that the number of bearers of positive word-of-mouth is large.

Then content and presentation, properly done, create long-term money in the bank.

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*Gordon Burgett has offered 100+ seminars annually nationwide since 1982 (including "How to Set Up and Market Your Own Seminar"), has published 1600+ articles and 19 books (including **Empire-Building by Writing and Speaking and Publishing to Niche Markets**), and has produced 25 audio cassette singles and series. For more information, contact him at Communication Unlimited, P.O. Box 6405, Santa Maria, CA 93456 / (800) 563-1454 / fax (805) 937-3035 / web <http://www.sops.com> / email [gordon@sops.com](mailto:gordon@sops.com).*