

A fetching seminar description is a must! (#8 of 15)

However you book your seminar, the sponsors and participants must know what you will talk about; thus, a concise description is your most important calling card.

It must be written around the benefits that participants will receive from (lovingly) hearing your orations. "What's in it for me?" is what the readers ask themselves. And "Is it worth the time, hassle, and cost?" Then mix in the who, what, why, where, and how—plus prayer, if you are so given.

Since the description is usually part of a catalog or like announcement that explains the program's location, the time, and ways to register, your job is to explain why the readers' registration would reap hard-to-find benefits from a person with tested qualifications and experience.

A much-used format is to begin with a lead, a catchy opener, that tells why they should attend, what valuable information or skill they will learn, and how long the program lasts.

Segue into a short, bulleted list of the most important take-aways. Three to five items are best, and asterisks are much better than numbers or letters separating the benefits in the list. (This list is the biggest drawing element of the description, so do it!)

If the registrant will receive a workbook, describe what it contains and if it is free. Often the presenter's qualifications are part of the closing copy, which reinforces the benefits already shared.

Very important is that the seminar-giver adhere to the

description length required to be posted, so part of the gilded message isn't unkindly clipped or compressed before it is shared with potential registrants. Very often the maximum length is four compact paragraphs, including the list of benefits. Make certain the sponsor will not change your title or alter the text without informing you.

What follows is a much-used description sample about this very topic that I used throughout California for more than 20 years. Study closely the other descriptions in the seminar catalogs the sponsor sends to see what will make your topic unique and sought by likely participants needing what you are sharing.

HOW TO SET UP AND MARKET YOUR OWN SEMINAR

Want to earn a healthy income selling your know-how to others? Or convey knowledge to clients or prospective customers at free, informative, image-enhancing gatherings? Seminars meet the bill. In four hours you will learn the essential ingredients of seminar success:

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- o why topic definition and the right title are crucial to success
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- o what four key questions seminar-givers must be able to answer about sponsorship or selection

A 24-page free workbook includes an organizational calendar, a current bibliography, two sample news releases, and a model evaluation form, plus guide sheets about publicity, mailing lists, locations, flyer/brochure preparation, budget, content and organization, and how to get scheduled at colleges and universities.

Even more, Gordon Burgett, California's most prolific seminar-giver with over 100 offerings annually, will explain what he is doing as he does it, tying together form and content in one fact-packed program designed to provide you with the basic information and tools needed to get you speaking (and banking) quickly, confidently, and permanently.

(This information accompanies the description and is used by the booking office for their records.)

SEMINAR LENGTH: 4 hours

MINIMUM COST: \$50, including workbook

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Best wishes,
Gordon Burgett

From Gordon Burgett's [How to Set Up and Market Your Own Seminar](#) four-cassette CD seminar program, including a digital workbook and audio text summary.