

"How to Set Up and Market Your Own Seminar," blog #1 of 15

Somewhere about seminar 200 three attendees independently asked me if I could tell them how to set up their own seminar. I was flattered—and surprised that there was nothing in print at that time about the topic, though seminars bloomed in profusion nationwide, on week nights and weekends.

So I created a four-hour audio cassette program at about the 250th seminar called "How to Set Up and Market Your Own Seminar." Three cassettes were me explaining the process orally. The fourth was the guidebook (workbook) divided into the sections you see below, in downloadable text should the person wish to read it as they listened.

While I was at it, I also co-wrote a book called **Speaking for Money** (long out of print) with Mike Frank, the former President of the National Speakers Association. In it I mostly wrote about seminarss. It seems that the process worked because I gave my 2000th paid seminar several years ago. (What did I talk about at the seminars? How to sell 75% of your freelance writing, travel writing, niche publishing, writing comedy greeting cards, how to self-publish, empire building, and lots of derivatives!)

I know. Who cares? And why am I using the public airwaves to brag about it?

It dawned on me a few weeks back, as I was packaging an order for the \$50 program, that I had never shared the workbook publicly. So that's what I'll do in about 15 blogs this spring, probably one a week or so (with another blog about something else also about a week apart).

I will update the workbook's contents as I go along, although I'm always surprised at how much the basic components remain about the same, as technology rushes by and there are many other ways to share the context than on audio cassettes or DVDs!

Why not start with a guideline, then an agenda, a roadmap of what you can expect this spring?

One guideline for success in seminaring is:

"Sell hard-to-find but easy-to-apply information to participants who perceive that it will meet their need."

And an agenda I will follow:

1. Introduction
2. Brief definition and overview of seminars and the potential income
3. Eight kinds of seminars; three that we will focus on here: public institutional seminars, private business/corporate seminars, and public self-sponsored seminars
4. How do you find a subject?
5. The guideline above and how that seems to help
6. Feasibility study: learn from others
7. Writing a description
8. Creating a title
9. Identifying a market most likely to pay to attend
10. Selecting the most appropriate sponsor—or doing it yourself
11. Income boosters, like B.O.R. sales
12. Workbooks
13. Booking, price, time, location, and promotion
14. What you do before your listeners arrive
15. What you do after they have left

If you're still interested, I hope to "speak" with you next week. (You are invited to tell friends about it too.)

Best wishes,

Gordon Burgett

Excerpted, modified, and expanded from the workbook for Gordon Burgett's "How to Set Up and Market Your Own Seminar" (audio CD version, 2009, with digital workbook and audio text summary). Produced by Communication Unlimited, P.O. Box 845, Novato, CA 94947. (800) 563-1454 or info@GordonBurgett.com/order3.htm.
