

2018 Seminar Best Practices

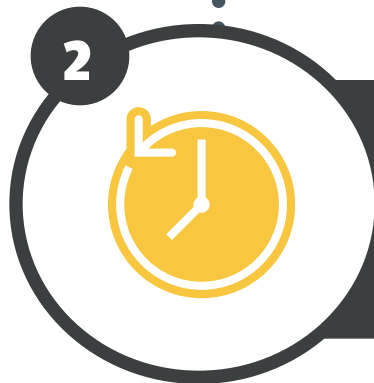
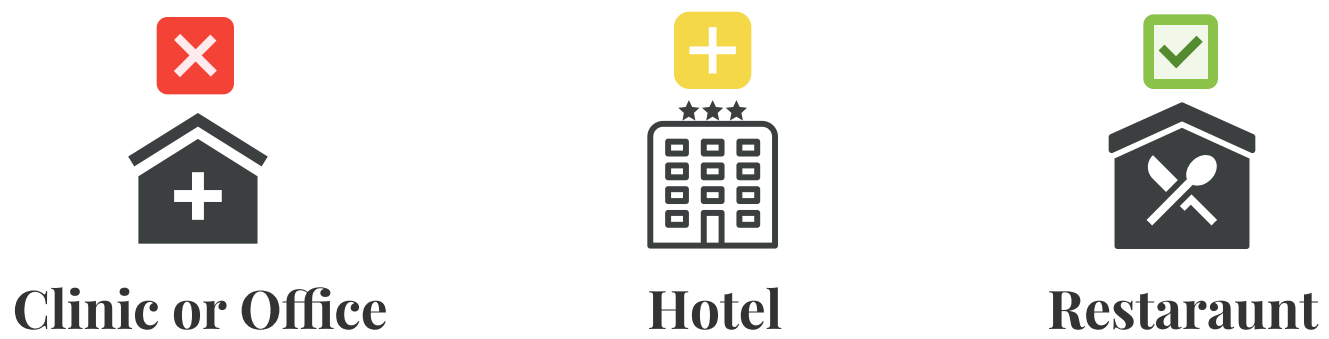
*Based on data from over 500 seminars in 2017

 Bad  Better  Best



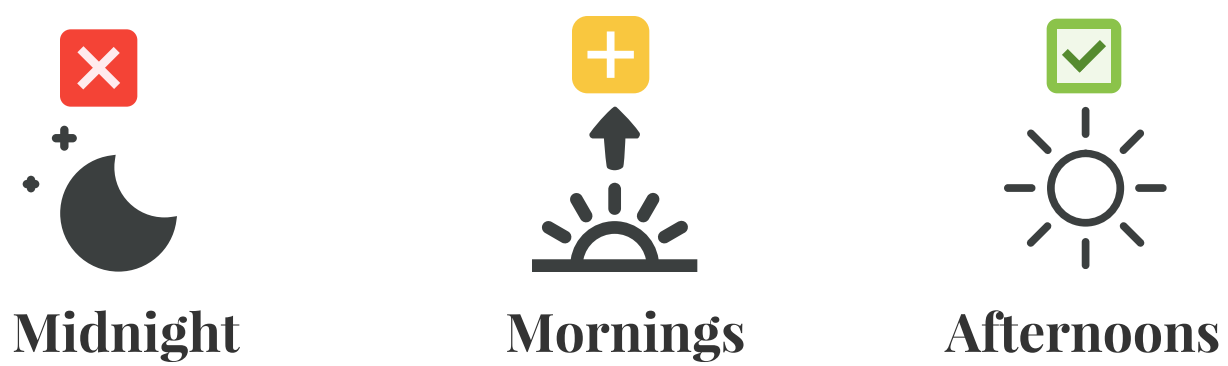
Picking Your Venue

Our highest lead count seminars were at restaurants. Second to that were hotels. Lowest were seminars at the clinic.



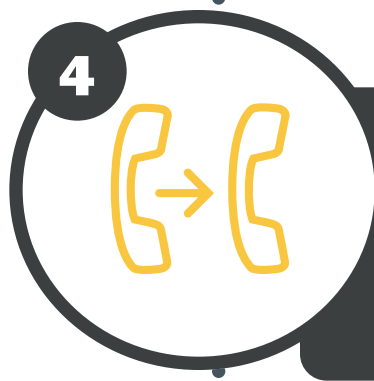
Time Of Day

Our highest number of leads come from seminars held during lunch hours. Dinner & Morning seminars generally generate fewer leads



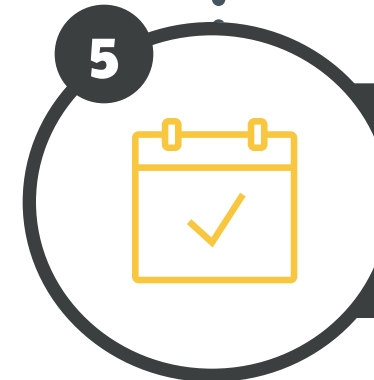
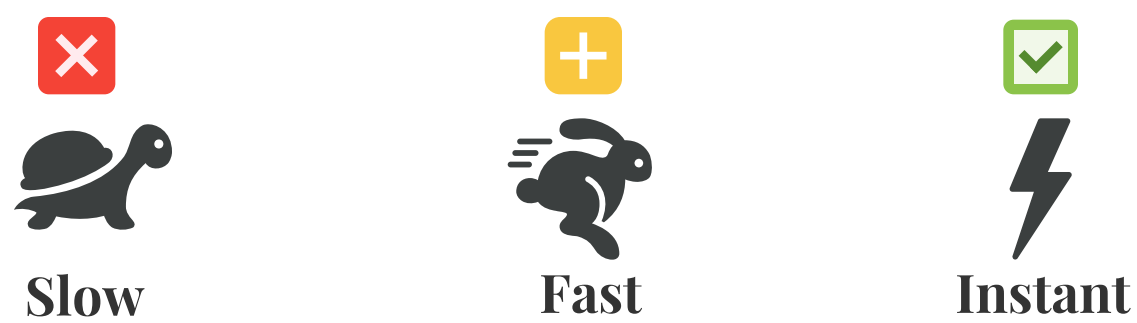
What Are You Offering?

Our highest lead count seminars offered free meals. Second to that were morning seminars offering refreshments. We did not see good results for seminars not offering either.



Following Up With Leads

Our best show rates come from seminars that have a dedicated lead handler who makes multiple contact attempts through various channels and contact leads within 5-10 minutes of receipt.



Day Of The Week

Our highest lead count seminars were on Tuesdays, Wednesdays, and Thursdays. Thursdays generally produce the highest number of leads.



Additional Recommendations

- Take the show on the road - try running in different locations within a 50-mile radius of your office. Our best clients run in 5-10 different locations and rotate them frequently.
- Make it personal - have a dedicated person who handles the leads, follows up and reminds them, and then welcomes them at the seminar. Establish a personal connection.
- Timing is everything - serving food toward the end of the seminar allows your team to personally sign each lead up for a free consultation while they finish their food, rather than chasing down leads as they get up and leave.
- Reduce, Reuse, Recycle - each lead is a person who has pain and wants help. If they miss a seminar, our best clients follow up with them for every subsequent seminar until they attend or sign up for a free consult. You paid for the lead. Reduce your costs by getting your money's worth and helping as many patients as possible.
- Incentivize - the best lead handlers we know are good because they have a personal, financial interest in getting results with the seminar. Providing your lead handler(s) with a small bonus based on show rate is a great way to motivate effective and diligent lead handling.