

How to Pack Homeowners into Seller Workshops

1. Workshops (or seminars) are a proven _____ tool to pre-sell a professional service before a one-on-one consultation.
2. A proven, repeatable professional services marketing funnel is a _____, which leads to a _____, which leads to a _____ and then to a new client!
3. The more _____ a prospect spends with you before the sale, the more _____ your fee since you are more likely to create a **feeling of *certainty* by demonstrating your expertise with social proof of an audience listening to you where you're positioned as a public speaker.**
 - a. People will pay more for a _____ than anything else.
 - b. This is also called your _____.
4. When you jump from one-to-one to _____ - _____ - _____ you will get the benefits attracting and not chasing business. It's the jump from salesperson to _____.
5. A workshop is nothing more than an education-based, helpful and informative _____ done at scale.
6. The recording of your workshop makes a great _____ video.
 - a. Snippets of your workshops also make _____ videos, too!
7. You'll want to hold a workshop every _____, however clients have success holding them every week.
 - a. Anecdotally we find _____ pm on a _____ is the best time.
 - b. Teach the same _____ over and over, little must change.

8. Set up your workshop as a re-occurring _____ event so it's discoverable, easy for someone to get a ticket, and it handles all the drip-reminders and registration lists for you.
- a. It's also _____!
9. Make sure the _____ captures all the important information you want upon registration, so you capture a great lead!
- a. Install the _____ app so you get notified.
10. Hold them at local _____ for inexpensive space, or now post-COVID, you can hold a _____.
- a. Use a re-occurring _____ link.
11. The ideal target market for your workshops are _____.
12. You'll want to answer the top _____ homeowners ask for your presentation which you can easily find with a Google search and tell _____ of how you helped homeowners solve problems.
- a. Example #1: _____
- b. Example #2: _____
- c. Example #3 _____
13. Send an _____ to your database to promote the workshop and a _____ to a niche farm to invite them to register.
- a. Target single family homeowners who have lived in the farm for _____ years who have a "Hot Sell Scores" in _____.
- b. You can also buy a mailing list of homeowners "Likely to sell a house in the next 12 months" from _____.

- 14.** Put a “Sign Up for My Workshop” link on your _____.
- 15.** Make sure to _____ a few times before the workshop to confirm!
- 16.** Follow up with everyone who attends for a _____.
- 17.** Invite a guest _____ to join you to help pay for costs.