



HIMA Workshops

**How To Generate Massive Profits From
Local Business Owners**

Training Module One:

Selecting Your Location For The Workshop

Training Module # 1

Selecting Your Location For The Workshop

Hotels using the "PUF" method. (No out of pocket)

The "PUF" method refers to a "Paid Up Front" approach for your workshops. I use this method when I want to directly advertise to business owners about a workshop I will be conducting locally. There are several ways to implement this method, but I will cover the exact process I use.

You can adapt it to just about any situation as long as you understand the concept behind how it works.

The first thing you need to do is locate hotels in your area that have meeting rooms available. You can do this with the phone directory, yellow pages or by using the internet. I use the internet with the search term, "hotel meeting rooms your town your state" or you can use "hotels your town your state" for a broader search. I use the internet because I can usually find all the information I need on their websites.

If I can't find all the info there guess what? That's another prospect for my services. ;-)

You may have to call to get specific information about the costs associated with renting their meeting room. Shoot for one that holds around 25 people. Some hotels will charge per person, per plate if you're feeding them or a flat rate. A flat rate for the room is my preferred method. It can range from \$250 to \$500 per day depending on your local area.

You need to get pricing from three or four hotels so you can make an informed decision. They will try to get you to book the room that second, right on the phone. Don't do that! Simply tell them that "you have to check with your partner" and you'll get back with them shortly.

Here's the twist. You're not going to pay for the meeting room. Your future clients are!

Here's how that works. In training module #2 there is a fully customizable website template, or you can create one of your own. Buy a domain name such as, "yournameworkshopregistration". Customize the template and upload it into your server. I use [Host 4 Profit](#) because they're so easy to navigate and work with.

It costs about \$25 bucks per month but the tradeoff is worth it to me. There are tons of hosting companies out there but these guys are built for marketers. You never have to worry about bandwidth or storage, so it's worth the extra couple of dollars for the "uptime" peace of mind.

If you would rather have us customize yours for you, send an email to: Website@tonsofleads.com and my support staff will get back in touch with you. They'll charge about \$25 but will do it all for you and have you up and running the same day.

***Please ensure that you have a domain name and a Host 4 Profit account in advance.**

Once you get your registration page in place it's time to start advertising!

There are several ways to advertise your workshops effectively.

(See training module #2 "Three Methods To Fill A Workshop Fast!" for information on exactly how to do it right the first time.)

As the business owners register for your workshop they will pay YOU directly through Paypal. You can charge whatever you like for the one day workshop, it is after all your business. I charge \$97 per seat. I get a lot of response at that price point and I cover all expenses and have a few hundred left over. The reason I don't charge a lot up front is because I'm after the back end! I'm after the 5K clients who contact me afterwards.

After you have enough registration fees to cover the cost of your meeting room, that's when you call and reserve the room. Hence the name, Paid Up Front.

So what happens if they rented your room to someone else before you have the available funding? Not a problem. In the unlikely event that this occurs it's easy to rectify.

Simply rent one of the other hotels you checked with and move the location of the workshop. Send an email to the folks who registered and let them know of the location change. (There is an email formatted for you for this scenario. It's titled, "Emergency Email") The important thing to remember here is that the owners won't really care where it is as long as the time and day are the same.

Of course, you want to get it as close to the original location as possible.

That's usually easy since hotels are normally in a "row" together.

That concludes the "PUF" method. If you're going to use this method now, go to the second module and put it to work for you.

Otherwise, read on and I will share some different methods for choosing your location.

JV'S With Non-Profit Organizations (NPO's)

Joint Ventures with non-profit organizations can be one of the more profitable avenues you can pursue in your new career.

These organizations are always strapped for cash and as a result, they are always on the lookout for help in that area. When you can show them how to use your services as a fundraising vehicle, they will literally trip over themselves to get to you.

Look up any npo's in your area such as Lions Club, Knights Of Columbus, Kiwanis Clubs, Rotary Clubs, Shriners, etc. Most of the time they will have contact information for the president of each organization.

You can contact them by phone, email or direct mail. There is a non-profit marketing package inside training module two which contains all necessary correspondence!

When working with NPO's it's vitally important that you approach them as a "new fundraising system". This immediately grabs their attention and will normally get you an appointment with the board, where you can present your idea properly.

Here's the deal in a nutshell. You can charge anywhere from \$250 up to \$1,000 per seat in this type of workshop. Lay out your pricing and let them decide. They know what price point will be the best for their organization.

They will market it to their members and fill the room for you. You simply show up and teach.

Here's an example of the last one a coaching student put together. The Knights of Columbus were the first to take him up on the offer. He met with the board 4 days later and presented them with the NPO package.

They rented him their hall for \$225 and started contacting members. In less than 12 days they had 19 business owners who registered for the workshop.

They decided on a \$297 price point for the one day workshop. Here's how that worked out:

$\$297 \times 19 = \$5,643.00$
 $\$5,643 - 2.9\% \text{ (Processing fees)} = \$5,479.35$
 $-\$225 = \text{(Hall rental)} = \$5,254.35$
 $-\$180 = \text{(Refreshments)} = \$5,074.35$

$\$5,074.35 \text{ net profit} \times 50\% = \$2,537.18$

This is exactly how that worked. Because they're an NPO he had to rent the hall from them upfront, that's just the way it is. All the transactions were processed through his PayPal account on the registration page, which cost him \$163.65. He then spent \$180 on refreshments such as soda, snack trays etc. His total out of pocket upfront was \$405. (Not including the processing fees of \$163.65)

He took a "screen shot" of his Paypal account along with his receipts to present to the board after the workshop. After showing them a net profit of \$5074.35 he then wrote them a check for half that amount. (\$2,537.18)

He wrote it to their organization as a "charitable contribution" which means they get to keep their non-profit status and he gets to write it off 100%!!

This is a true win, win scenario. They get a much-needed cash infusion and you make great money upfront PLUS you keep 100% of the backend clients! In his case that turned out to be almost 20K in new business clients...not bad for one day of work. :-)

****IMPORTANT NOTE**** Make certain that YOU handle ALL the transactions through your processor. This way you can make the charitable donation after the workshop. If they collect the money-you have no write off and they have to report it as income instead of a donation!

Another great thing about this business model is that they have invited him back for another workshop every quarter. So, every three months they will repeat the workshop.

Given that they have three months to promote there's a good chance that the next one will out produce the first!

JV's With Schools and Campuses

This is basically the exact same scenario as working with the NPO's.

There is some difference in the technicalities and audience but the concept is exactly the same.

Most schools, either public or private are always in a fundraising mode. They sell candy, candles, raffles, books and just about they can to raise much needed money.

The bad part is that the school always gets the short end of the stick when the dust settles. Just about every one I've spoken with only receives about 30% of the total net cash generated by the fundraiser. One I spoke with generated over 12K through the students ad was "settled" for less than 3K!

That's a blatant ripp-off to me. The fundraiser is making the bulk of the profit and the kids are doing all the work. The schools participate because they really have no other avenue to generate funds...until now.

You can approach the principal of each school with the same business model above. The first one I approached was a large private school about 8 miles from my house. They were very receptive but the idea was so novel that I had to go see the superintendent at the board of education.

(That place always strikes fear into me. Probably from my memories of my encounters with the board in the hallway or principles office.)

At any rate, the workshop was a huge success. The school made over 7K and I raked it in the backend as well.

****IMPORTANT NOTE**** Make sure you have your ducks in a row when approaching the schools. Get a business license, incorporate or do what you need to in order to be 100% legit! They will ask for proper documentation so be prepared.

Once again, you write it off and they get a much needed fundraising vehicle. Schools can be your highest volume workshops. Use the materials for marketing NPO's in the next section, be prepared to jump through some hoops and start helping our great country's educational system!

Tools You Need To Ask For

These are the basic tools you will need in order to conduct a successful workshop:

1. A laptop computer
2. A projector for the laptop
3. A pointing device, preferably a laser
4. A slide presentation (Did you grab the One Time Offer?)

If it's a large hall you may also need a microphone and speakers.

Most, if not all places you present at will have these tools available to you.

They will normally charge you extra for them so be prepared for that expense if necessary.

If you don't have a laptop computer or projector yet there's an easy solution. Just about every city has a rent to own center. You can rent a laptop for about \$50 a week. The projectors are about the same amount. Just check around and get the best deal.

You won't have to rent it week after week. The money generated from your first workshop can be used to buy what you need from that point forward.

All hotels will have a projector, sound system and screen for you to use. In my experience you're better off renting the equipment from a rental center rather than a hotel. The hotel will normally charge you more for one day than the local rent to own place will charge you for the entire week!

Even if you're just starting out you need to be professional on your first presentation. With no operating capital these methods will give you the proper tools to put on a great presentation with very little expense to you.

Always remember to ask each host about the equipment they have available. Many NPO's and schools will also have the equipment, you just have to ask in order to figure out what your next step is.

How Get Your Tools Free

You've probably figured out by now that most, if not all organizations you present at will have the tools available for you to use.

If they want to charge you for them try to work it out so you can pay after the presentation, or after you've collected the bulk of the money.

If you're using the "PUF" method, of course the equipment will be paid for by the attendees. :-)

In negotiating this with each host you need to make this point clear: **The equipment costs will come out of the net profit as expenses anyway.** You will be using their equipment for free in the end so it really doesn't matter.

Some organizations will have to charge you up front for the hall rental, equipment costs and refreshments if necessary because of their tax status.

Be prepared for that.

Hopefully this section has given you some great ideas for implementing your own HIMA Workshops. It often helps to write down in detail which method you wish to use first. Make your "set up" calls and detail the information in a portfolio or legal pad for future reference. You may also want to print this module and keep it handy as you move through the rest of the course.

Make no mistake about this though. ALL these methods work extremely well. You just have to decide which appeals to you most and start with that.

The next training module is: "How To Set Up The Workshop" and deals with several methods to fill a workshop to capacity fast! There are flyers, advertising secrets, *Bonus* emails, direct mailers and a myriad of other essential advertising tools and methods that are contained in that module.

There is also a free customizable website template included as well as an unadvertised *Bonus*! A recorded call of an actual "**Client Gathering Coaching Session**" for brand new students!