



# **HIMA Workshops**

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

**Training Module Two:**

**Three Methods To Fill A Workshop Fast!**

# Training Module # 2

## Three Methods To Fill A Workshop Fast!

Here are three methods that will fill up your workshops really fast!

This first method deals with business to business sales people on a cost per action basis. With this method you normally have to raise the price of the workshops in order to make it worthwhile for the salespeople.

A good pricing strategy for this type of workshop is between three hundred and five hundred dollars per head. I usually stick to the low end in order to fill the workshop, and rake it in on the back end.

### **Here's an example of exactly how this works:**

I will price the workshop at \$297 and pay the salesperson \$175 of that. Of course you can pay them whatever you feel is appropriate based on their performance. One good outside sales person can easily fill 25 seats in about a week and 1/2.

If you employ this strategy correctly, you can easily fill two workshops per month at capacity. Do the math on that! That's decent up front money for you and the salesperson, but you keep ALL of the back end. You can stay very busy using just this strategy by itself.

There is a flyer in the marketing section that was made specifically for this strategy. (Look for the marketing section on B 2 B flyers)

How do you find good outside sales people? I start with an add in local paper. Attention outside sales people. Now you can have time and money!

Call (your number) limited positions.

When they respond, simply explain what you do and what you're looking for. I always tell them that it's straight commission but is an easy sell. I also explain that they can easily average \$2000 per week working an average of 16 days per month. This takes into account that they would work Monday through Friday and fill a workshop in 10 working days.

That would give them Thursday, Friday, Saturday and Sunday off every other week. Not a bad deal if you multiply 50 times 175!

One thing to remember is that this can be a "weeding" process.

What I mean by that is there will be a large number of salespeople who will apply and hit the field. Unfortunately, only one out of five will really be the type of producer you need. This means you may have to go through a few applicants before you find your diamonds in the rough.

Make sure you get a copy of their driver's license and have them fill out a 1099 form. That keeps it legal for everybody. It also gives you the right to write off the commission's you have paid them. (You can get an entire pad of these forms at Office Max for \$10)

After screening the applicants on the phone, you can set up a meeting for those who qualify. When I do decide to hire them I give every one of them the following speech: **I have a sales quota of 25 seats every two weeks. I would rather do it with one salesperson but I will hire ten if that's what it takes to get that quota.**

They can make the sales directly through your workshop web site.

This way you get paid through PayPal immediately so you can cover your expenses. At the end of the week you can give them a print out of their sales, and cut them a check. Once you find a really good salesperson you can even customize the workshop site for them specifically.

In other words, it's a process. Is it worth it? Look at the example above and tell me if you think it's worth your time.

## **Free Publicity. Radio shows, Press Releases, and Public Service Announcements**

Believe it or not, there are many small local radio stations that would love to put you on the air! I have been a guest on several local radio stations that have a segment on business.

A local call in talk radio show produced a ton of business even though it was only 30 minutes in length. You may just want to stick with the topic of Internet Marketing for local businesses, but I will answer all questions from all business owners relating to just about any topic.

The exposure you gain from this strategy is enormous. It also starts the branding process for you as well. One of the first stations that invited me to speak was a large local church that had their own radio station. If you check some of your local churches it may surprise you. There can be many business owners in a large congregation.

This is an easy strategy and will also lead to more interview requests, believe me this works. It's how I got started on the air!

They were thrilled that I would agree to be on their show, and they even did public service announcements to ensure large participation. You can also check the Internet, your Yellow Pages or even turn the dial on your radio to get some ideas.

I just contacted them by phone and asked them if they had ever had a Q and A segment for business owners with a consultant? Most smaller stations love this kind of stuff as it gives them a new angle for content, and it sets them apart with their listeners.

Many non profit organizations also have the ability to do public service announcements. A lot of that depends on how they are set up so you will have to ask each one that you work with.

The bottom line is simple. Any time you can get on the air for just about any reason, take it. You never know who may be listening that could change the course of your consulting career!

## Paid Advertising

Paid advertising is also an effective method of filling a workshop fairly fast.

Advertising in local daily newspapers can be expensive to say the least.

That's why I use a broker instead.

He can actually get an ad inserted at a 70 to 80 percent discount over what I would pay for the exact same ad. What would normally cost me \$150 I can get through him for as little as 27 bucks!

That should help keep your expenses to a minimum. There is one drawback, it normally takes about two weeks to get your ad in the system and rolling. Once you get the initial ad placed it's so inexpensive to keep it going, it really becomes a no-brainer.

The entire ad submission process can be done online, right through the website. Their cut off is Thursday at 3pm central. You can also sign up to get a reminder each week to avoid that string around your finger thing.

Here's one lesson I learned early on. Stick with the weekly papers. The daily papers are much more expensive and you only have that day to pull for you. The weekly papers will often hang around until the next arrives, which means more people will see your ad and your response rate goes up accordingly.

You can use them to fill a workshop, hire your salespeople, or for anything that you would normally place an ad for. I've used them extensively for hiring salespeople. It's inexpensive and it works!

## **\*Bonus\* Finding Business Owner JV Partners!**

So what is a joint venture business partner?

A joint venture business partner is a business owner who will agree to work with you for mutual benefit. I agree that's a pretty broad example, but all explain how that works.

To begin with you need to find a business owner who is not a direct competitor. In other words, you would not want to approach consulting companies, direct marketing companies or anyone who is doing almost exactly what you are.

On the other hand, what you really need to be looking for are business owners who operate in a similar field. Prime examples of non-competing businesses would be SEO companies, event marketing companies, merchant processors and of course any company that teaches workshops on a different subject.

All of these companies have the ability to work with you and generate a lot of business for you in the future for free. You can work out a payment arrangement with them for a percentage of what they bring you, or you can simply cross promote them while they promote you.

This works extremely well if you can find a company that teaches workshops to business owners in a non competing field. If it's a good match, there's a myriad of different methods you can use to help each other. They can promote you in their workshops and you can do the same for them, OR you may even want to build a joint package and teach a weekend workshop. One of you teaches one day and the other one teaches the next day.

Looked specifically for companies teaching workshops about profit and loss, internal theft, bookkeeping, and sales training. Keep your eyes open for any advertisements concerning events in your local area. You may not have even noticed them before, but they can be a gold mine if you set them up correctly!

Simply contact the promoters by phone, fax or e-mail and explain what you would like to do. As these people are entrepreneurs like you they are usually very open to anything that would generate more business and revenue. These people are not hard to approach because they are just like you. They have a tendency to see the big picture fast.

Remember, that since it's a mutually beneficial relationship, they need you just as much as you need them. If you concentrate on this strategy you may even attract a corporate partner teaching workshops nationwide.

Now that you understand how this concept works, you can easily figure out a way to joint venture with just about any business. Just remember that a true joint venture must be a win for everybody involved. As long as you think along those lines you can attract a lot of JV Partners who can blow your business through the roof!