

Making the Seminar/Boot Camp an event to Remember

Andy Heller recommends reviewing the below, then promotions contact person to schedule an appointment to review the promotional plan. All files are saved at: <https://regularriches.com/promo-materials/>

The Regular Riches full day seminar, focusing on REOs and Lease/Options, is highly informative, as well as fun, for investors of all levels of experience. Also, we can sell exceptionally well during these all-day workshops. This results in a win/win experience for the REIAs as well as for the speaker.

In past years we experimented with various promotions to generate advance interest and advance registrations to the all-day Saturday workshop. We are sharing these tips with the goal of making the event as successful as possible, for Regular Riches, for the REIA, and most importantly for the students. We suggest setting a time to review this promotional plan with Andy.

Here are the suggestions/requests:

1. **Free Book Promo:** We have a best-selling book “Buy Even Lower” that was rated by the late syndicated real estate columnist and critic Robert Bruss as being the 3rd best real estate book in all of 2006. This book sells on Amazon for \$18.95 and would not be considered as a potential substitute for our course material. REIAs would pay the pure net cost of the book only as an inducement to advance register (\$5.85 per book delivered). We have 3 great promotional e-mails we will provide to you to help promote this bonus, and with minor editing these e-mails are ready to use. Typically, we get additional sales due to this promotion, not just due to enhanced registrations.
2. **Early Session Q & A with Andy Heller at the general meeting:** Events where Andy has this early session marketed as a “Grill the Guru” opportunity, registrations for the follow-up workshop increase significantly over just the traditional 90 minute presentation. A bonus 30 – 45 minute Q&A session at the general meeting before the main presentation will drive additional registrations to the Saturday workshop.
3. **Pricing Request:** Each REIA sets their own pricing policies for workshops, so this decision is fully the REIA’s call. We simply want to offer for consideration a lower entry price (e.g. \$19.95, and guest ½ price?) in order to minimize any and all barriers to attend and pre-register. We will make this back totally in product sales if we pack the room.
4. **Video promo:** This is particularly effective if a REIA uses evening meetings to drive attendance to a Saturday workshop, and the REIA member or guest has a potential conflict in the evening meeting. Any software can be used, yet one that works easily is a REIA executive records a short greeting about the upcoming seminar and introduces Andy. This is recorded in advance using <https://www.videoask.com>, I get an invitation to record a response, the response is sent back, and then the REIA has a simple file that can be attached on both emails and texts. Once recorded we recommend a very simple subject line via text and email, something along the lines of:

Subject: Possible Real Estate Sale of the Century

Before making plans in _____ (insert month of seminar), please listen to this 60 second message from National Speaker Andy Heller coming to _____ (insert name of REIA) this month.

A sample longer-version recently done with Tom Zeeb of Traction can be watched below. This done a couple of months before the main Saturday event can also help members and guests bookmark the Saturday workshop and/or pre-register after watching the video:

<https://www.youtube.com/watch?v=4lOmWsXou6Y>

5. **Marketing Workshop at Prior Meeting:** - Another great suggestion to overcome potential conflicts that might occur on the day of the general meeting. Andy is willing to call in via zoom at a preceding meeting 1-2 months before the presentation, introduce the topic and take Q&A for ideally 30-45 minutes. Can be marketed as “Grill the Guru”, “get a chance to ask questions of next month’s national speaker”. This can result in additional sign-ups for the full day workshop, particularly for those that might not be able to make the upcoming general meeting yet will now register in advance for the full day.
6. **Seat Registration Forms** - If Andy is speaking at BOTH the general meeting and doing a follow up full day workshop, please consider having a registration form on every seat so it is easy for members and guests to fill out and register during Andy’s general meeting presentation.
7. **Marketing Workshop to neighboring REIAs:** Many REIAs have friendly relationships with REIAs in the immediate vicinity, many of whom are not large enough to offer a full day workshop taught by a respected national speaker. Reaching out to these REIAs and offering them a split on sales to their members who attend the workshop and purchase our materials can be a win/win for all. Inviting neighboring REIA to the zoom Q&A (see point #5 above) is a simple and easy way to get registrations for friendly neighboring REIAs.
8. **Local Radio:** Is there an opportunity to secure some local radio interviews in advance? This was done in the past (board members had local radio contacts) and resulted in high quality guest attendees at the event, and eventual new REIA members. Andy will typically explain what a REIA is and plug the value of belonging to a local REIA.
9. **Use of Articles and Advanced Posting of Events:** All the time we see our events posted on REIA calendars 1-2 months before the events. We recommend posting considerably earlier. We will supply you with four great articles we wrote. We recommend running one in the newsletters preceding the event, with links to advance register. This is a great way to generate advanced buzz and registrations.
10. **Room Configuration:** If the room is exceptionally larger than planned attendees, please limit the seating to a condensed area with a traditional 1 or 2 aisles for Andy to walk and get up close to attendees. Rooms should be classroom style. Room configuration should be a discussion point with Andy in advance. Rooms should not go very far back with one screen. If we are looking at a well-attended event, it is best to have 2-3 screens and 6-8 rows with multiple aisles. We want everyone close to the screen(s).
11. **Optional Promo - Free downloadable product:** Some REIAs seek a promotion to help drive new membership. Others feel with the free book already “too many different promos” might confuse attendees. So, we can discuss if this promo seems interesting.

Please go to our website in the store and you will notice a product called “10 Ways to Buy Low”. This popular product sells for \$29.95.

Day of the Seminar suggestions

1. **Lunch** - If there is any way to keep people at the event, without causing them to leave the premises and get lunch, that will be huge in terms of impact. The best options are boxed lunches or buffet lunch served in the hallway (not in the room, distracts from closing). This will allow Andy to get back to teaching after 30 minutes, maintain energy, and maintain attendance. In situations where the seminar attendees are dismissed, inevitably some do not return.
2. **Recording, laptops, and use of cell phones** – Invariably, there are some who snap pictures of slides. These people almost never buy, and worse their visible typing and picture taking conveys to others that the content can be copied without purchasing. We ask that a REIA executive make an announcement a couple times that use of cell phones to copy slides or record is not permitted. It might be harder to police, yet laptops also if kept out of the room will increase sales. Further, we have occasionally seen the “super typist” who literally types every other word Andy says. The key tapping can be quite disruptive and irritate surrounding attendees. We have seen seminar attendees approach the super typists and ask for a copy of the notes as an alternative to purchasing the product.
3. **Product table** – Please ask the hotel to set up a display table with a skirt (just not a naked table).
4. **Screen:** A small number of REIAs utilize an oversized screen. It adds so much to the experience when the groups have an oversized and easy to read screen.