



The Complete Secrets to Seminar Success

Roy Everitt

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PRAISE FOR COMPLETE SECRETS TO SEMINAR SUCCESS:

"Top notch and very thorough - highly recommended - Honestly this is SUCH A GOOD BOOK. I know of at least 3 so-called marketing "gurus" who have very expensive courses about how to host your own events. They cost \$500+ and I'm quite sure this book is just as good if not better.

I highly recommend this book if you are even the slightest bit interested in public speaking, teaching, coaching, or putting on your own seminars or workshops."

"Very Comprehensive Guide...Great Value, Too - This is a wonderful, easy to understand guide for putting on a seminar.

It goes all the way from determining the most in-demand topics to planning and executing the seminar. I have been looking for this information, and here it is all in one place."

Seminars and workshops are an excellent way to promote your business or brand, while the seminar model is an outstanding business in its own right.

This comprehensive book, in 21 chapters plus a bonus chapter and appendix, details everything you will ever need to know about how to plan, promote and run your own seminars and workshops - without losing your shirt!

In fact, when you follow this system you could soon be making money from your events and even building an entire business around them.

Contents of the book include:

- How to find an enthusiastic and hungry market
- How to find the best speakers – and persuade them to speak
- Choosing your venue
- Marketing and promoting your seminar
- Pricing and positioning
- Building your credibility
- How to give great value of value for money - and profit even more
- Your guarantee
- The schedule on the day – giving everyone great value
- Following up, building your list and building your income
- And even what to do if it all goes wrong

About the author - Roy Everitt has many years' experience planning, promoting and presenting events of all sizes, and has observed, researched and spoken to successful seminar promoters in several niches. He has also presented workshops for local business owners and written educational material in a number of subjects.

What he has observed, and confirmed from his own experience, is that successful seminar promoters all use virtually the same system for planning, presenting and monetising their events - the system he first described in Niche Seminar Secrets in 2008, from which this book is derived. That system is explained in detail in a very readable style in this book.

MORE PRAISE FOR THIS BOOK:

"A Goldmine of Great Ideas! - As someone who's been speaking to groups of all sizes for over ten years, I wish I would have had this valuable resource early on to promote my products and services. Roy does an outstanding job addressing everything you need to know in pulling off highly successful seminars and workshops."

If you've even thought about using seminars and workshops in your business - or even if you haven't considered them before - this bargain-priced book is an essential guide and handbook!

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