

Woo Prospects with Seminars

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Small Group Seminars are Great Marketing Tools

You've targeted a group of potentially profitable prospects, now what?

You have to woo them! And, one of the most effective ways to knock their socks off is by running a small group seminar.

Seminars can be powerful marketing tools because they:

- **Allow you to showcase your expertise.**
- **Give you name recognition.**
- **Position you as an authority in your field.**
- **Give you one-on-one opportunities to turn prospects into clients.**

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Keep it small.

There are two different types of seminars. Small group functions which include 6-to-15 people, and large-scale ballroom seminars which are delivered by a group of speakers often from competing firms.

Small group seminars are much more ideal for marketing as **you can control the topics, invite your own targeted groups, and - most importantly - take the time to discuss the issues with each one of your participants.**

Topic selection is critical.

Topic selection is important for impressing prospects. Your topic should **center around a problem that is complex and requires action.** Not only that, the problem should be something you can turn into a need for your services.

Remember, you want to address a problem that can be quickly converted into work for YOU. And, keep in mind, that if your seminar topic gets popular and has lasting appeal, you could even consider turning it into a chargeable seminar with supporting videos or audiotapes.

Promote. Promote. Promote.

Promotion is key to getting prospective clients to attend your seminar. Send out several mailings, but expect an response rate of 3-5%.

Create a title that is catchy, something that will stand out. Steer clear of legalistic-sounding titles. You may also want to invest in ads and news releases to promote the event.

Finally, when the seminar is over, that ball is your court. Try to meet with each one of the attendees and **FOLLOW UP on all possible leads within 48 hours.**

Seminars put the spotlight on **YOU**, so let your authority and services shine!

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