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Finding Gold

Seminars: Why they're terrible and what to do about it! (Part Three)

By Michael Lovas
AboutPeople.com

Note: this article contains some very sophisticated psychology. To get the most from it, please read it at least three times.

Quick experiment:

What is my last name? What is your middle name? Can you picture the color blue? color is your front door? If you were to call me something, what would you call me?

If I say you can increase the number of appointments you set at your seminars by following that experiment - would you ask how?

When you step in front of an audience (or individual), who are you and what is your message? Who do you want your audience to think you are and what do you want remember most from their time with you?

If you think you're a financial advisor, think again. Before you can be an advisor in that environment, you first have to fill two other roles - teacher and coach.

If you think your message is "set an appointment," think again. Your message should "Trust me!" Who in his right mind would set an appointment with you without first you? If "trust me" is not your message, and you wonder why your appointments are down, consider that you might simply be giving your audience conflicting information. You could be asking for an appointment and showing insecurity or unfriendliness or greed. You could be breaking rapport with your audience in a multitude of different ways. In fact, if you are reading this article, it is probably you who is getting in your own way and sabotaging your own success with seminars. How can you keep from doing that?

First, realize that your job is not to set appointments. Second, realize that your job is to guide your audience through a mental exploration on their way to discovering if your information makes sense in their lives. So, do this: remember your last name and answer this question: "Did you and your information make sense in their lives?" If yes, then you've guided them one step closer to trusting you and setting an appointment. If no, then buckle up; you have just entered the uneven terrain of Irrelevant Land.

How do you stay out of Irrelevant Land? That requires you to succeed at two specific jobs: 1) help your audience see that your solutions and ideas are what they want. 2) make sure your examples resonate with most of your attendees. Then, as you do that, you guide them into making their own decision to make an appointment with you. Like this . . .

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Herding Cats. In the same way I invited you to remember my name and picture the blue, you can subtly invite your audience to consider the ideas and suggestions you them. In the same way you would gently herd cats from one point to another, you can gently insinuate and guide your audience from one point to another. The points are "Set an appointment." Or "Buy an annuity." The points are invisible, subtle They are ideas like, "Trust me." Or "Consider talking to me." Your eventual success depends on your ability to do that. And, it requires you, first, to determine what specific messages you want your audience to act on. So, right now, make a short list of the things you want your audience to do before they set an appointment with you.

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Once you complete that little assignment, you will be able to guide the audience more effectively. For example, if you want them to talk with you privately, you can not just blurt out, "I want each of you to talk privately with me my closing soliloquy." It would be obvious that you have an agenda, and people do not want to blindly follow someone else's agenda - especially someone they don't yet trust. Did you ever hear the thought that people like buy, but they hate to be sold? That means, simply, that if you were to approach your audience by launching a assault loaded with your agenda, they would more likely reject it. Once they do that, you lose the opportunity to them. And, even worse, you lose credibility. Why? Because a frontal assault bumps into the "critical factor of the conscious mind." That's the skeptic that lurks in your awareness. "He wants me to make an appointment? Ha! chance. He hasn't even sparked my interest, yet." The objective is to by-pass that conscious mind and appeal to subconscious mind - it's much more open to letting you in! How? Like this . . .

Take those five things you wrote a minute ago. Those are the specific steps along the way to your ultimate outcome. They are like landmarks along the trail. Those landmarks suggest to the audience's subconscious they should focus attention. If you don't make those suggestions, you can't control where the other person's goes. By simply giving pro-active suggestions inside your language, you cause the audience to think about the outcome you want.

Here's how you get started:

1. Decide what steps you want the other person to take. For example: 1) consider the facts. 2) believe me. 3) me. 4) ask me a question. 5) scratch your nose. There's a sound logic to that sequence. Who would talk with without first considering the facts or starting to trust you?
2. Make a list of the sequence you want the audience to follow. Simply, find opportunities to make the your presentation. 3. Fit them smoothly into what you're saying; they herd the cats in your direction.

In the next part of this series, we will put this methodology to work and see what the gentle suggestions look like context.

You get a reward. I love when people see the value in what I teach. If you enjoy and learn from my series on financial seminars, I want you to get a reward. How do you get it? Like this - if you want to learn more about Psychological Persuasion, if you really want to learn how to deliver better seminars and presentations, if you significantly more success with seminars, just send me an email and refer to Part 3 of "Financial Seminars - why they're terrible and what to do about it". Write before December 1, 2002, and I will give you two things: 1) A \$103 discount on my next Psychological Persuasion Workshop. 2) I'll email you the seven specific rules/guidelines for creating gentle, psychological persuasion suggestions. These guidelines are vital if you want to improve your seminars!

Recommended Resources:

- *Psychological Persuasion Workshop*, Michael Lovas
- *Face Values*, Michael Lovas & Pamela Holloway
- *Seminars, The Emotional Dynamic*, Frank Maselli
- *Time Line Therapy*, Tad James and Wyatt Woodsmall

Michael Lovas is the creator of "Credibility-focused Psychological Marketing and Selling." Michael has attained prestigious designations - Clinical Hypnotherapist (C.Ht.) and Master Practitioner of Neuro-linguistic (NLP). Those designations represent advanced knowledge absolutely necessary to improve seminars and face-face presentations through psychological persuasion.

Michael is passionate about helping financial professionals improve. To that end, he provides personal coaching discerning professionals. He is the author of two books on using simple psychology to improve business: **Wave Marketing** and the new book/disk set **Face Values**.

A former comic, Michael also delivers many very entertaining seminars and keynote presentations in the US and Canada.

Upcoming events include:

- National Brokerage Consortium - Chicago
- Edward Jones - Dallas
- Rio Grande Association of Insurance and Financial Advisors - McAllen
- Financial Planning Chapter meetings: San Antonio, Chicago and beyond
- LAMP - San Antonio
- Canadian Assn of Insurance & Financial Advisors - London, Ontario
- Georgia Insurance Expo - Atlanta
- Michael Lovas "Psychological Persuasion Workshop - Dallas

Michael Lovas
10718 Morning Glory Dr.
Dallas, TX 75229
michael@aboutpeople.com
www.aboutpeople.com
(214) 366-0919

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