

Writing the Right Copy to Market and Promote Your Seminar

PICK A DATE AND LOCATION

To create your seminar only takes one action - that is your commitment to hold your seminar. I start by picking a date, time and location – that is how I make a commitment.

Plan – We’ve found that a 3 month window to promote your seminar – have it posted on your web site, hold information events – do a teleseminar to promote the event and send out emails works best.

Call around until you find the right venue. If you are starting out you can even hold it a person’s home if they can dedicate the house solely to your event for the day. I began in homes and bookstores that had rooms to rent for events and then progressed to Comfort Inn rooms – for very reasonable rates for up to 50 to 60 people to larger hotels for larger groups.

Be prepared to pay a fee to reserve the room. Keep costs down by only having water in the room and if you are inclined to serve coffee and tea add that to the per person attendance fee. Food is not necessary in the room as we tell people to bring their own snacks and hand out a list of eating locations for the lunch break.

Consider investing in a wireless microphone and speaker system to save your voice or pay for that service offered by the hotel.

Now you have the time, date and location you are ready to promote your Seminar.

HEADLINE

The headline catches your reader’s attention on a flyer or on a web promotional page or a blog or article.

Your mind set when designing your headline is, a) that you have a very valuable seminar to share with others and, b) it is your job to let

as many people know that value – to encourage them to attend because they will benefit greatly from attending.

Commands for you:

I don't know how I absolutely know that my seminar is valuable and delivers even more value than expected. I only know that it is so now and I am fulfilled.

I don't know how I am 100% committed to share the value of the seminar – to inspire and lead others to see the value to attend the seminar. I only know it is so now and I am fulfilled.

HEADLINE SUBJECT, Date time and Location

Here you get to be creative and add what is important for you and who you want to reach as your ideal audience. Here is the formula that you can follow by changing the key words that fit you and what you see that you have to say.

Discover, Awaken, Realize, Activate and Find are neutral action words that peak interest in the subconscious mind. You have about 3 seconds to catch your reader's attention and to peak their curiosity.

Discover the Hidden Power of Your Rich Mind

Saturday February 13th 9am – 5pm
Hidden Valley Ranch Resort, Denver Colorado

Or

**Discover the Hidden Power Right Within Your
OWN Brain for Your Success**

Saturday March 12th 9am – 5pm
Hilton Hotel, Orlando Florida

Or

Activate Your Millionaire Mind

Saturday April 16th 9am – 5pm
Marriott Inn, San Diego, California

Or

Awaken the Artist Within by Your Command

Saturday May 14th 9am – 5pm
Comfort Inn, Hilton Head, North Carolina

Or

Discover How Health and Vitality are Yours
by Your Command

Saturday June 11th 9am – 5pm
Comfort Inn, Washington DC

LEADING PARAGRAPH

This is the expanded explanation of the VALUE of why they want to attend.

This paragraph is appropriate for either Hidden Power of Your Rich Mind or Brain for Your Success headline.

When you attend The Hidden Power of Your Rich Mind you'll discover a powerful and unique success tool hidden right within your brain, biology, and DNA. You don't have to go anywhere else to find your success – you only have to ACTIVATE this previously unknown ability as thousands all ready have and you can be next when you attend.

Activate Your Millionaire Mind

When you attend Activate Your Millionaire Mind you'll discover a powerful and unique success tool hidden right within your brain, biology, and DNA. You don't have to go anywhere else to become the millionaire you have always wanted to be – you only have to ACTIVATE this previously unknown ability as thousands all ready have and you can be next when you attend.

Awaken the Artist Within by Your Command

When you attend Awaken the Artist Within by Your Command you'll discover a powerful and unique success tool hidden right within your brain, biology, and DNA. You don't have to go anywhere to become the artist you have always wanted to be – you only have to ACTIVATE this previously unknown ability as thousands already have and you can be next when you attend.

Discover Health and Vitality is Yours by Your Command

When you attend by Your Command you'll discover a powerful and unique success tool hidden right within your brain, biology, and DNA. You don't have to go anywhere else to become the artist you have always wanted to be – you only have to ACTIVATE this previously unknown ability as thousands all ready have and you can be next when you attend

NEXT PARAGRAPH FROM HERE TO THERE – The transformation – why this program has value

Share your personal story or use Asara's story or someone who has benefited from going through The One Command process and changed their life with you.

Before I discovered The One Command I had no idea that I could make change and improve my life in a completely band new easy way. I was like so many others in that up and down, "Yo Yo" effect of making money and then having it disappear, and even though I reached some pretty fantastic heights in money – it didn't matter because eventually it was gone again. Since I started practicing what I learned in The One Command event my life has improved in peace of mind, happiness and especially in stability in keeping what I earn.

Note you change the text according to the focus of your seminar – for example talk about becoming a better artist or having more health.

WHAT YOU DISCOVER WHEN YOU ATTEND THE EVENT

- The Hidden Power of your Mind – the theta brain wave and how accessing it changes everything in your life for the better
- You learn the easy 6 steps and One Command process
- What the 3 parts of The One Command mean
- How to easily remove, improve and change any circumstance instantly in your life
- The results include getting and keeping more money
- Being in a better place emotionally – happier, more secure and confident in your creativity and artistry
- Realizing that you are in charge of your life and your destiny that you can Command your mind to create in the direction you want effortlessly.

(You can expand this list – don't be shy)

SUMMATION

You are much, much greater than you think you are and when you attend this (name) event you discover your untapped potential and learn how to use it – to put it to work for you everyday in your life. You see, not only do you get to have an exquisite experience during the day – you get to take what you learn home with you – ready to go to work for you at your Command.

BONUS PRICING AND HOW TO REGISTER

Take advantage of our SPECIAL OFFER. The Seminar is regularly \$295 at the door, and right now you can save 35% discount and attend for only \$195.00 when you register online or by calling (number to register)

Register online at www.successbyyourcommand.com/eventname

We'll see you at 1267 Park Place, New York, NY at the Hilton Inn at 9.00 am on Saturday April 12. Come early to get a good seat and complete your registration.