Seminar Marketing

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Getting Started

1. What is your Target Seminar Attendee?
2. How many attendees do you want to have?
3. How are you going to draw them into your Seminar?
4. Where will you conduct it?
5. What products will you build the Seminar around?
Introduction

• Set the tone
  - Smile and be welcoming

• Introduce yourself and your NALP affiliation
  - Give an overview of your qualifications to be the Speaker and a background of NALP’s history

• Housekeeping items-cell phone, restroom, coffee/water, etc.

• Duration of Seminar

• Notetaking and Informational Card to be returned

Optional: Tell a story, joke or provide other entertaining information that will help engage the audience.
Health Insurance

• Current market offerings
  - The Good, the Bad, and the Ugly

• Group – Employer Sponsored or Association Plans

• Under 65 – why NAHP may be a better choice
  - Identify ideal client

• Medicare – CHOICES . . . Do not be product sold
  - Differences between Medicare Advantage, Medicare Supplement and Part D plans

Part A  Part B  Part C  Part D
Long Term Care

• The NEED
  - The scary statistics...

• What does it involve?

• What method is best to address the threat?
  - Conventional, Life w/ LTC Rider or Asset Based?

• Alternative “Short Term Care” and how they may fit for your client
Life

- Final Expense
- Exchanging / Updating existing U.L. Policies
- Term Insurance
Ancillary Products

LifeLock

Legal Aid
Closing

1. Tell a story
2. Go over Information Card
3. Explain the Next Steps
4. Reinforce the “no pressure” method of Servicing Clients
Thank You!

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