# Educational Workshops

## Overview

The Educational workshop has proven to be the best, most consistent source of High-Quality leads. This will be the first Prospecting campaign we will initiate.

It will take about 6-7 weeks to launch this first workshop. Follow the prescribed outline and steps while working with Ben to help guide you through it. Once you have launched your first event you will want to schedule these out about every 2-4 weeks depending on initial budget and locations availability. That will help you get momentum and a repeatable process for generating leads and revenue.

## Action Items

* Leverage the [Educational workshop checklist](https://www.bhfm-fmo.com/wp-content/uploads/2020/07/Educational-Workshop-checklist.docx) to help you stay on track with planning and preparations.
  + Identify 4-6 potential locations to start.
  + Send these locations/addresses to Ben. He will introduce you to PowerMailers and start the List development process.
* Pick a date for the first four events.
* Identify a location for the initial workshop. The location and cadence at the location will depend on list size. You may have to look for 2-3 locations, as you will want to avoid mailing the same list too often.
* Start marketing efforts. It is import that you start all marketing efforts about 2 weeks before your event. The primary focus of these workshops is direct mail. If you already have other avenues, or want to target old prospects, you can use some of these other channels.
  + Leverage all current available marketing channels. They could include:
    - Direct mail
    - Email
    - Social media
    - Radio
    - TV
    - Networking
    - Other
* Pay attention to the checklist previously downloaded. It will guide you through all your preparations.
* Confirmations: As you start to get people raising their hand, wanting to attend, it is important that you send out confirmation emails/letters. These need to give directions to the location and meeting room.
  + You will also call and confirm attendance the day before.
* Review [presentation materials](https://www.bhfm-fmo.com/workshop-resources/). It is especially important that you know the materials deeply. you must come across as the expert. The better you know your materials, the more your attendees will trust that you know what you are doing.
* You will want to arrive early (Up to 1 hour); this will ensure you are ready to present including all the materials needed. you need to be at the event before any potential prospects get there.
* It is recommended that you have someone help you with the workshop. This person will greet people and will book appointments for you at the end of the presentation.
* Once your event is over do a debriefing – even if it is just you. This should be done shortly after the workshop, so everything is current.