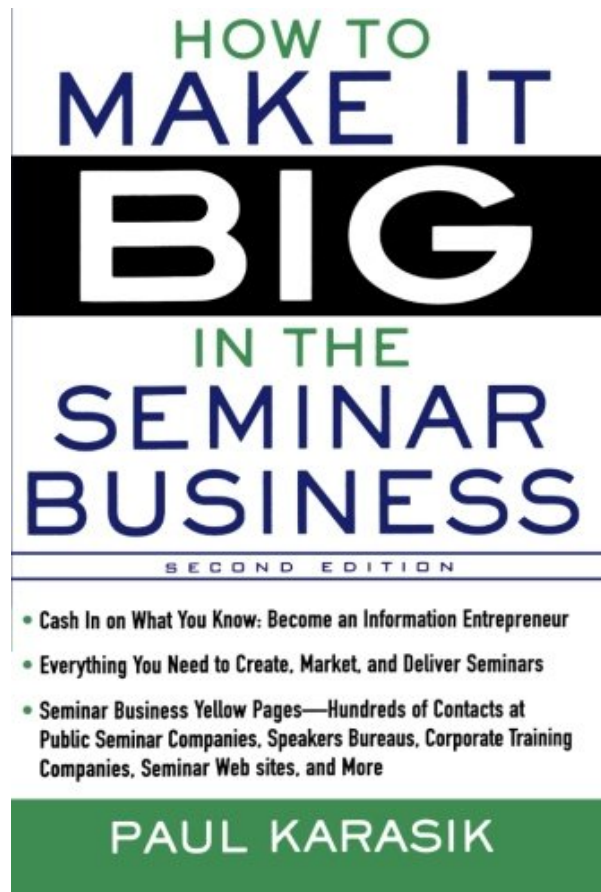


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The complete guide to earning money doing what you love

Have you ever made a killing in the stock market? Are you a home improvement expert? Does scrapbooking make you tick? Whatever your skill or interest, you can bet on one thing: There's an unexploited market out there waiting to learn what you know. In *How to Make it Big in the Seminar Business*, a successful industry insider tells you everything you need to know about organizing, launching, and running your own seminars and workshops. Not only will you earn extra income, you'll also enjoy the personal satisfaction of enlightening and enriching the lives of others.

Seminars are among the hottest businesses today. This fully updated guide provides valuable tips on:

- Financing, scheduling, and delivering your seminar
- Evaluating your program's success, locally and nationally
- Employing the latest technologies for low-risk marketing
- Using the Internet for cost-effective seminar presentation
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How to Make It Big in the Seminar Business is considered must have reading among consultants, speakers, and seminar leaders. Fully updated and revised, this new edition is packed with insider tips on determining fees, marketing, scheduling, presentation technologies, and much more. It features new chapters on using the Web and other new technologies to deliver seminars; marketing on the Web; developing coaching services in conjunction with seminars; and E-mail newsletters. Readers get a fully updated and expanded directory-- listing the names, addresses, and telephone numbers for hundreds of public seminar companies, corporate training companies, speakers bureaus, and seminar websites.

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Most helpful customer reviews

8 of 9 people found the following review helpful.

EXCELLENT

By ladybug

Excellent resource. This book is a goldmine of information. Sometimes you buy a book and it has OK info, you read it and it helps you understand something a little bit more. Well this book is the whole enchilada, it really taught me about a seminar business. I bought 3 books, but only really needed this one.

140 of 141 people found the following review helpful.

It's OK, But...

By Michael Wyland

This book is a good, though only partial, treatment of the subject of developing a seminar business from scratch. It's actually better at teaching you how to promote yourself as a trainer or seminar leader than it is at showing you how to build a business. It's "you can do it, too!" approach is empowering but woefully incomplete.

Seminar leadership is a viable business in itself, as well as a component of any subject matter expert's business. There is tremendous potential in establishing oneself as an expert and selling that expertise through seminars, including "backroom sales" of books, videos, audiotapes, and related products. Seminar attendees, book readers, etc., are also a potential audience for private consulting assignments. The ability and drive to leverage one body of knowledge into multiple formats and venues is central to this book's purpose.

After reading the book and listening to the companion audiotapes (sold separately), I attended a two-day "Seminar Leaders University" hosted by the American Seminar Leaders Association (ASLA), founded by the author and subsequently sold by him. I hold their "Certified Seminar Leader" (CSL) designation. However, none of these three resources addressed the *economics* of the seminar business or prepared me for the business of the seminar business.

Begin with this book, and follow up with Howard Shenson's books, especially "How to Develop and Promote Successful Seminars and Workshops: The Definitive Guide to Creating and Marketing Seminars, Workshops, Classes, and Conferences," for the dollars and cents of marketing, testing, and delivering successful seminars.

"How to Make it Big" should whet your appetite for more substantial fare to complement its enthusiasm and introduction to the subject.

4 of 4 people found the following review helpful.

Not the kind of seminar business you want to be in if you want to make big money.

By BH

This is written so long ago it is way out of date. Even if it was up to date, the content and recommendations in here pertain only to the boring, uninventive, traditional world of teaching seminars. What I was looking

for was how to actually make big money by selling products from the platform.

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