

Best Practices for Successful Seminar Marketing

Response Mail Express has marketed over 80,000 consumer financial seminars as of January 1, 2005. Advisors that follow RME's social dinner concept typically experience 100-250 reservations from a 5,000 – 7,000 -piece mailing if the following guidelines are followed:

Venue: Local restaurants equivalent to Outback Steakhouse that have a function room or national chains like Outback Steakhouse, Red Lobster, Olive Garden that have a function room. Country Clubs don't pull as well but may be used as a last resort.

NOT RECOMMENDED – Hotels, Ethnic Restaurants, Libraries, Banquet Centers, Private Clubs, Buffets, Your office, museums, art galleries

Best Days: Tuesdays and Thursdays, followed by Wednesdays. You should advertise 3-4 seminars in one 5,000- 7,000 piece mailing. Other days are not recommended

Dinners have out-pulled lunches 2 to 1. Breakfasts, appetizers, high teas, refreshments, snacks only are not recommended.

**Ages to prospect: Pre-Retirees – Age 50 at an absolute minimum, but 55+ has drawn better
Retirees – Ages 60-79**

**Income: Pre-Retirees - \$50k or \$75K +
Retirees – \$30K - \$70K
Targeting higher incomes has had an adverse impact on response**

**Starting Times: Pre-Retirees – Three dates at 6:30pm or Two dates at 6:30pm and
one at 4:30pm
Retirees – Three dates at 4:30pm or Two dates at 4:30pm and one at
6:30pm**

Reservations – Use www.seminarrsvp.com or other reputable reservations center. DO NOT take the calls yourself!