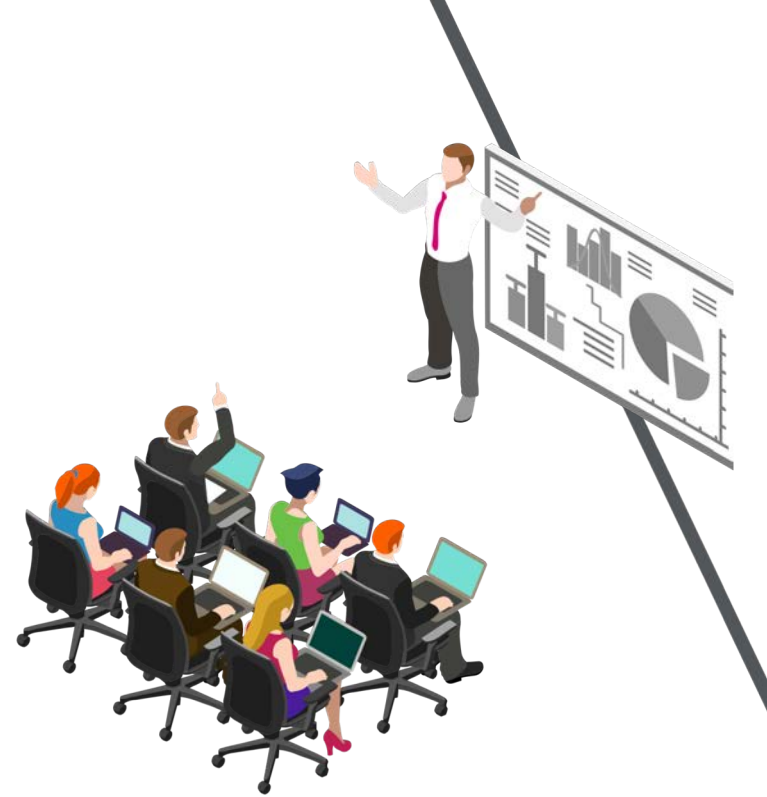




First Home Buyer
BUDDY

How To Run A Great Seminar To...

GENERATE LEADS, SEE MORE CLIENTS & WRITE MORE LOANS

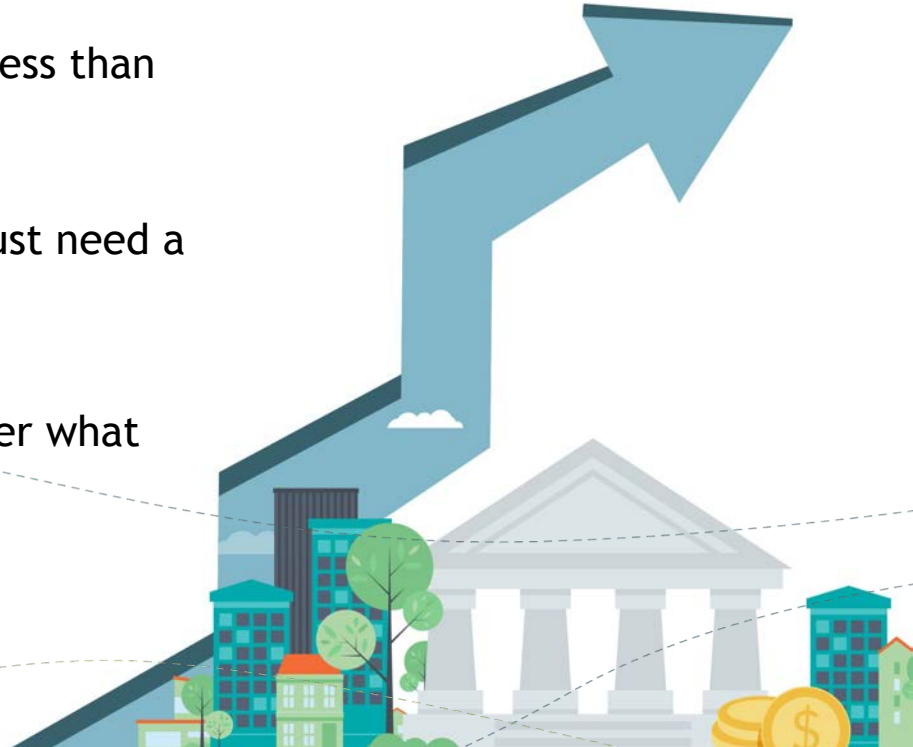


WHY THIS IS SO EXCITING...

Even brokers with a conversion rate of less than 10% are achieving great results.

You don't have to be a sales gun. You just need a proven system to follow.

This seminar strategy can work no matter what area or location you're in.



WHAT YOU WILL LEARN

- ▶ How to easily & consistently generate **50+** mortgage leads for your business each time you run your seminar.
- ▶ How to **close 10%** of your leads at your seminar through face to face interactions and another **20-30%** in the future.
- ▶ How to be seen as the **'Go-To'** mortgage expert in your area whilst building your personal brand.



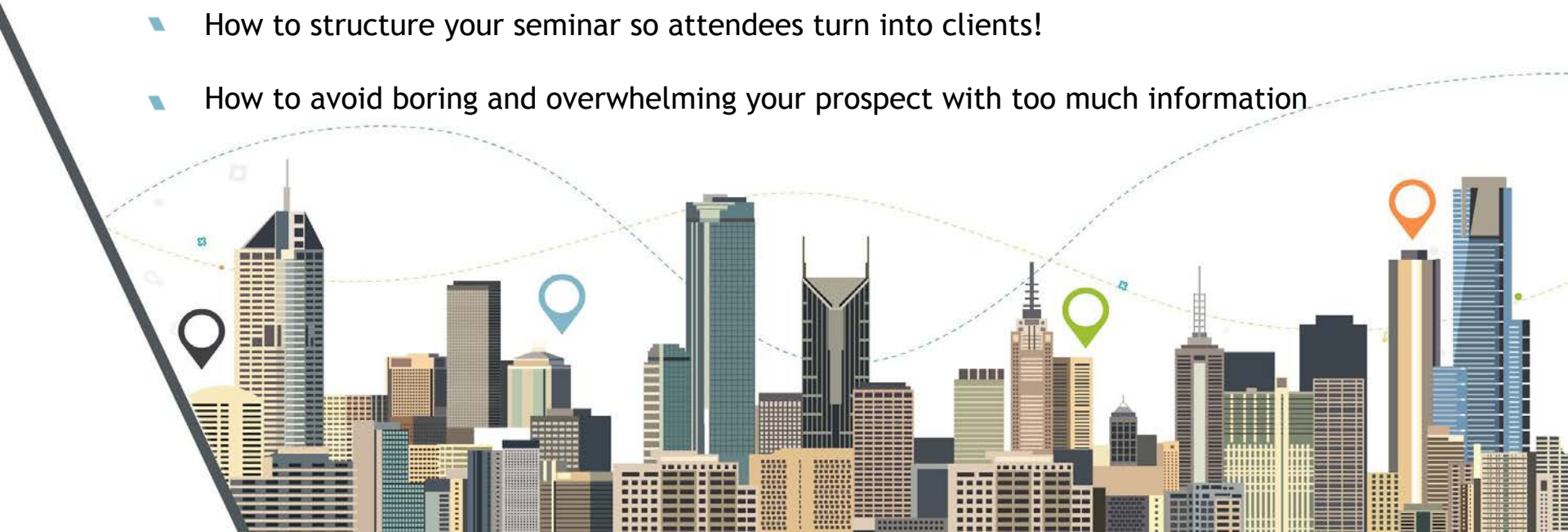
BONUS...

**How You Can Run Your
Seminars Without It Costing
You A Cent!**
(Which means *FREE* leads)



WHAT I WILL BE COVERING

- The most common motivations behind running seminars for brokers
- How to generate **50+** NEW leads every time you run a seminar
- How to structure your seminar so attendees turn into clients!
- How to avoid boring and overwhelming your prospect with too much information



WHAT I WILL BE COVERING (cont.)

- The **5** worst mistakes brokers make when running their seminars and how it's killing your conversion rate
- How to market & generate maximum exposure for your seminar - Free and Paid options
- How to ensure your prospects attend your seminar on the night - (critical to its success)
- How running just 4 local seminars per year has the potential to add 5 possibly 6 figures to your income for just 8 hours of work.

Q & A

Will be at the end of the webinar



A LITTLE BIT ABOUT ME...

- Business owner and licensed real estate agent.
- Owned selling and buyers agent businesses
- Workshop/Seminar presenter
- Marketing enthusiast
- First Home Buyer Educator
- Co-creator of '*The First Home Buyer Buddy*'™ & the '*Conversion Focused Workshop Accelerator*' for brokers which is CPD accredited by the MFAA and the FBAA



AS FEATURED ON...



AustralianBroker



Domain



Financy



ON|PROPERTY

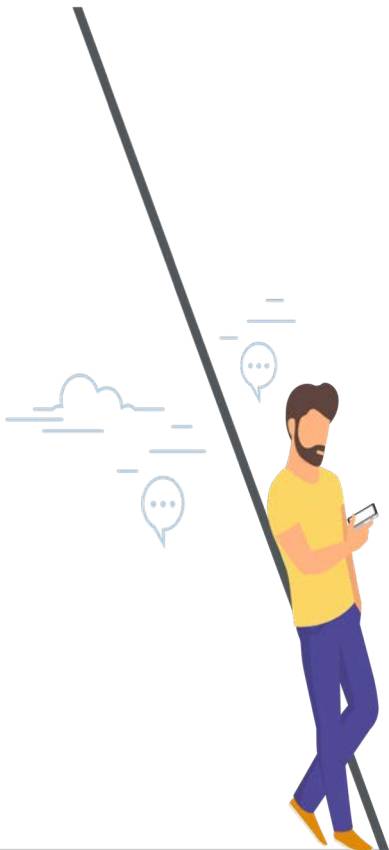
**your investment
property**

PropertyInvestor
FOR HOMEBUYERS, INVESTORS & PROPERTY PROFESSIONALS



CAN SEMINARS WORK FOR YOU?

- You've noticed generating leads and consistent cash flow is becoming harder.
- You love being a broker but you hate the idea of **'selling'** your service and high pressure sales tactics just to secure a new client.
- You're trying to market & grow your business to the next level, but you're not sure which is the most effective way to do that.
- You're sick of handing over a large percentage of your commission to expensive third party lead generation sites
- You have a much higher conversion rate when you get to see and meet clients face to face early in the relationship



WHO WON'T THEY WORK FOR?

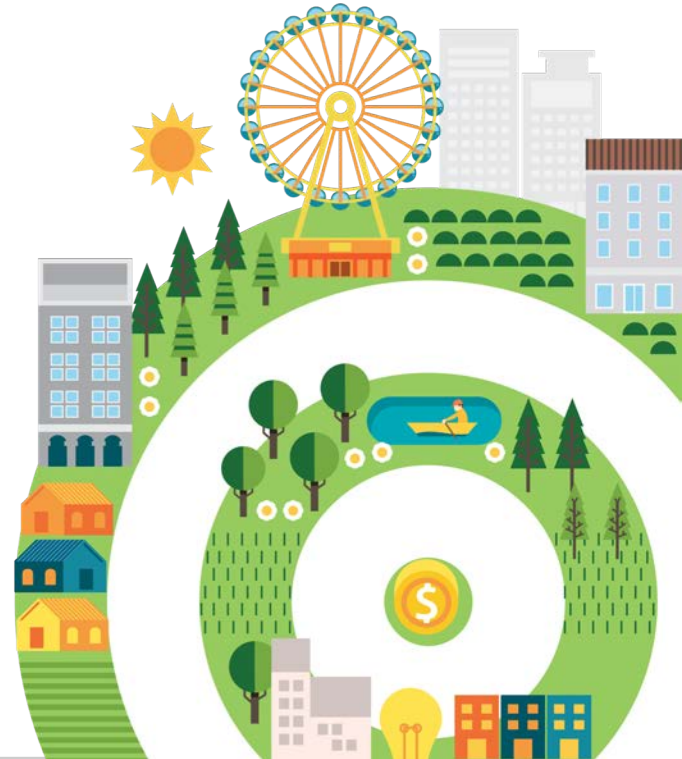
- If you don't see the value in building relationships, helping and educating your market
- You're happy to keep paying for someone else to generate all your leads
- You don't want to grow your business any larger than it currently is

Then Unfortunately This Won't Work For You!



IN THIS WEBINAR...

“I’ll share with you the simple seminar structure that can consistently generate an extra **50+** Mortgage leads into your business, helping you add an extra **5-6 figures** to your income in the next **12 months**.”



WHY NOW? WHY THIS WEBINAR?

- ▀ You've thought about this type of marketing strategy for a while now but never knew how to implement it
- ▀ You're always on the look-out to 'one up ' or 'out-value' your competitors and think this could be an effective way to do that.



WHY SEMINARS ARE A SMART & EASY WAY TO GROW YOUR BUSINESS

- See more leads in 2 months than many brokers see in 12 months
- They don't require you to sell, running a seminar just means you educate your clients and they'll naturally want to work with you as a result
- The people coming to your seminar either don't have a broker, or they're not happy with the one they have. So you get the chance to impress and connect with them before anyone else
- You're seen as an expert in their eyes meaning people seek you out to work with
- Leverage your time. It's the easiest way to see and connect with 30+ prospects in the shortest amount of time
- This strategy will work for anyone, even if you have no Facebook likes or social media presence.



HOW MOST BROKERS TRY TO MARKET THEIR BUSINESS



ABOUT YOUR PROSPECTS

HOW TO BUY AN INVESTMENT PROPERTY
HOW TO BUY MY FIRST HOME?
CAN I USE MY SUPER TO BUY A PROPERTY

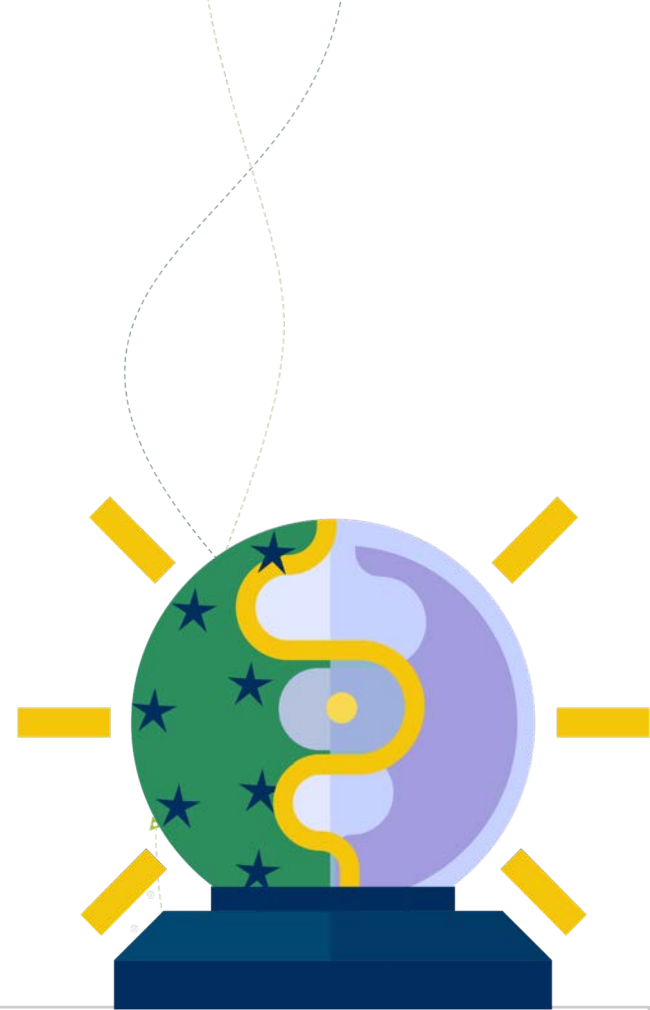


When looking at all of those searches they're all pretty broad aren't they? The prospect has little to no idea of what they're doing...

They're crying out for help and looking for someone to lead them

You have a huge opportunity to become their trusted advisor and earn yourself a client for life

HOW DO YOU
TAKE
ADVANTAGE OF
THIS?



A CONVERSION FOCUSED SEMINAR



TYPICAL SEMINAR OPPORTUNITIES

JUST ENSURE THEY ARE 'CONVERSION FOCUSED' AND TAILORED TO ONE PARTICULAR NICHE

- First Home Buyers
- Investors
- SMSF
- Construction/New Home Builds
- Asset Finance
- Renovation Finance
- Self-Employed
- Commercial/Small Business



WHY IS THIS SO
IMPORTANT?

**EXPERTS AREN'T
INVISIBLE...**

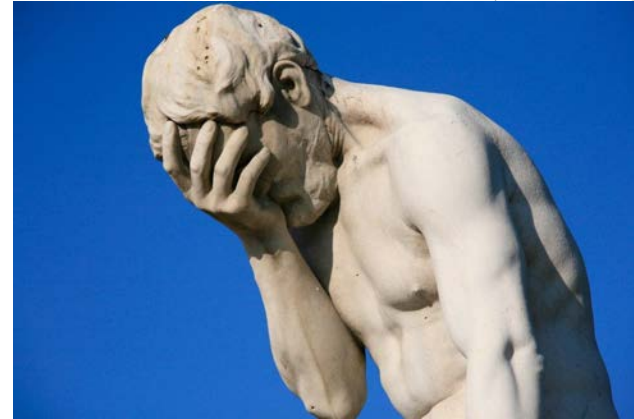


THE 5 WORST MISTAKES BROKERS MAKE WHEN RUNNING SEMINARS AND HOW THEY'LL KILL YOUR CONVERSION RATE



THE 5 WORST **MISTAKES** BROKERS MAKE

- ▮ They have no set structure and just leave it to chance what they cover
- ▮ They focus more on themselves, rather than what the prospects need
- ▮ They fail to market their seminars correctly and end up with a poor attendance rate = giving up
- ▮ They have no call to action or compelling offer to encourage the attendee to take the next step
- ▮ They have no system in place to follow up with each seminar attendee



HOW TO STRUCTURE A SUCCESSFUL SEMINAR FOR MAXIMUM CONVERSIONS & PROFIT



CONTENT IS KEY

- Know your audience and tailor the content to suit them
- Be aware of their pain points so you can offer solutions
- **Example of content** you could share for First Home Buyers is - Saving for a deposit, Government Grants, Guarantor loans, Working out borrowing capacity etc
- Be aware of their level of understanding



KEEPING IT SIMPLE

- Deliver 6 main topics. If you overwhelm them, they won't take any action at all
- If you bore them, they'll tune out or fall asleep. So be careful of going into too much detail



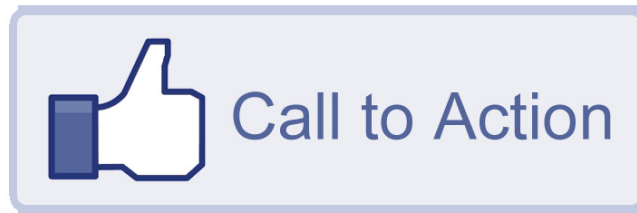
MAKE IT FUN, INTERACTIVE & ENGAGING

- Ask questions and get them involved
- Supply your attendees with a handout which you can refer to during the seminar



TELL THEM WHAT YOU WANT THEM TO DO NEXT

- Give them a **Call to action** - tell them what they need to do next
- Give them something to take away with them so you stay top of mind
- Get them to start following you on social media so you can continue to engage with them



HOW TO MARKET YOUR SEMINAR TO ENSURE MAXIMUM EXPOSURE

- ▶ Reach out to your network to help promote the seminar
- ▶ Share the workshop on your Personal and Business Facebook Pages
- ▶ Email your database
- ▶ Promote inside local Facebook Groups (where your target market spends time)
- ▶ Use paid advertising on Facebook or Instagram



HOW TO ENSURE YOUR PROSPECT ATTENDS YOUR SEMINAR **(Critical)**

- Make it easy for them to attend - ie Venue location, Parking/Public transport and the time it's being held
- Send out reminders - Emails + SMS (automate this if possible)
- **GIVE AWAY A PRIZE!** (that's actually valuable to your attendees, the higher the value the better as you'll give them more reasons for attending)



INCLUDE & BUILD NEW REFERRAL PARTNERS

- Include existing referral partners that can add value on the night
- Invite new potential partners to speak as an expert to build and nurture a new relationship with them.
- Share or halve the workload
 - You each organise certain parts of the seminar to reduce responsibility
 - Share the costs - everything is halved
 - Position yourself with local experts and others will assume you are at the same level.



BONUS:

HOW TO

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SPONSORSHIP

OFFERING ADVERTISING TO LOCAL BUSINESSES WHO SEE VALUE IN GETTING IN FRONT OF YOUR ATTENDEES

- Conveyancers
- Financial Advisers
- Removal companies
- Building & Pest Inspection companies
- Real Estate Agents
- Local businesses eg. Cafes, Restaurants, Pubs, Hardware, Accountants, Builders, Plumbers



WHAT IS IT WORTH TO YOU?

- What's the average commission you would earn from writing one loan?
- Out of 30 attendees, 3 of them are ready to talk to you about getting their home loan (that's just a 10% conversion rate)
- Multiply your average commission by 3



HOW MUCH EXTRA?

\$\$\$\$\$

**IN COMMISSION WILL
YOU CAN MAKE EACH TIME
YOU RUN A SEMINAR?**



BUT IT DOESN'T STOP THERE...

If you're converting 10% of your attendees directly from your seminar, you still have the other 90% of them that you will nurture and help so they choose you when the time comes

Over the following 12 months, you have the potential to close another 20-30% of those prospects who attended your workshop!

That's another 5-8 loans = \$20,000 - \$32,000 in commission

ALL FROM ONE 90 MINUTE WORKSHOP!

RIGHT NOW YOU HAVE TWO CHOICES...



Change nothing and just keep doing what you're doing if it's giving you the growth you desire...

or



Start running seminars and get face-to-face with more potential clients, helping you build trust and credibility and grow your business faster

YOU JUST NEED TO CHOOSE HOW TO GET STARTED



FIRST OPTION:

Self-Implementation

Start implementing the strategies and ideas I've shared with you on this webinar



SECOND OPTION:

Done For You

Work one-on-one with us
to design a custom
seminar presentation &
strategy



THIRD OPTION: Seminar Accelerator

Online 6 week
‘Accelerator Course’
designed to help brokers
build out and present
‘Conversion focused’
Seminars



SCHEDULE YOUR
10 MINUTE
NO OBLIGATION
CALL TO SEE HOW
WE MAY BE ABLE TO
HELP YOU GET YOUR
SEMINAR OFF THE
GROUND



www.meetme.so/DanielBaxter

Q & A

How can I help?



*Thank
You*

www.meetme.so/DanielBaxter and connect with me on **LinkedIn** 