

An Internet Marketing Sweetie's Guide to Making the Most of Seminars

By Alice Seba
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People often ask me things like, “Alice, you go to a lot of Internet marketing seminars. Is it really worth it?”

Well, the simple answer is, “Yes.”

But I’m going to give you much more in this special report on making the most of the offline seminars that you attend. I am going to share my strategy for building beneficial relationships that have allowed me build my business. All my methods may not fit your style, but I think the underlying principle of everything I tell you...is applicable to ANYONE running an online business.

The Underlying Principle:

Seminars are for learning and networking. Make the most out of both of these opportunities and realize that they are so intertwined that you can’t fully experience one without the other.

Okay, so let me explain a bit.

I know a lot of people attend offline events and expect to generate a bunch of new customers, members in their downline, etc. Sure, you can probably do some of that, but if you want to make the most of your experience...you need to forget about selling your product and focus on the opportunity at hand.

WHAT? Forget about selling your product? That’s why you decided to spend a bunch of money on a seminar ticket, a flight and a hotel – RIGHT? Wrong. You are spending this money for your business’s LONGTERM success. That’s why you’re there to learn and to build lasting business relationships and partnerships.

So, Is It Really Worth It, Alice?

As I said already – yes, it’s definitely worth it. As long as you take advantage of every opportunity to learn and network – and then act on all the knowledge and relationships when you get back home. This means that when the seminar sessions are over you do NOT run to your hotel room and watch TV all night. If you do that, you may as well have stayed at home!

I attended my first seminar in June 2004. I invested about \$1400 to attend (including flight, hotel and seminar entrance) and WOW! I got there and all the speakers had so much information to offer me. I also got to meet a number of people who have had a great influence on my marketing life. I went home and immediately applied this new knowledge and recouped my \$1400 and then some.

And the cycle began. I attended more seminars with the commitment to learn and meet people. Each time, I was able to make back my investment. But the best thing about it is

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that I am STILL making money from the ideas I incorporated back in June 2004, September 2004, October 2004 and so forth.

Attending seminars allowed me to develop relationships with great mentors like Jeanette Cates (the lady with all the ideas!), John Reese (the guy who changed my marketing life completely and helped me break the 5-figure monthly income barrier) and master copywriter, Michel Fortin. But that's just the tip of the iceberg. I've managed to launch a number of profitable projects with a number of fellow entrepreneurs and it's something that just snowballs. The more people you know, the more people there are to recommend you and to work with you. THAT is priceless.

Yes, you can meet people online, but the face-to-face encounters change everything and can really solidify a relationship. But enough about me...what should you do when you go to a seminar?

Let's Get to Some Concrete Tips to Take With You To Your Next Seminar

Again, Internet marketing seminars serve two purposes: to expand your knowledge and to grow your social network. Let's talk about both.

The Learning Component: Expand Your Knowledge

It's a sad fact that most people who attend seminar end up doing absolutely NOTHING with what they learned. That doesn't mean the information was bad or they couldn't apply it to their business – they just didn't do anything with it. People get really excited about possibilities at seminars, but then nothing happens.

I think this is largely due to a very common phenomenon of "INFORMATION OVERLOAD".

If you attend at seminar, you are likely to be bombarded with great information and great ideas. Realize, that not all those ideas are relevant to your business and you can't apply them all anyway. If you have an affiliate marketing business that is just taking off and you're hearing all kinds of great things about selling information products – you might want to put that new information on the backburner. Concentrate on the information in the seminar that applies to your business right now. That doesn't mean you can't learn about information product marketing – but you need to keep your focus on what's working for you right now.

And here's my best tip – DON'T TAKE SO MANY NOTES.

You don't have to write down everything that sounds like a good idea. First of all, you'll have really sore hands...but more importantly, you don't need to remember everything

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you hear at the seminar. You just need a few key ideas to start applying to your business that will multiply your profits.

So, instead of writing like a mad-woman – LISTEN. Just listen and absorb everything. The key points will come to you if you are fully paying attention. If you're busy writing notes, you are focusing on tiny details and you are going to miss the big picture that applies to your business.

Then, when the seminar is over (perhaps on the plane when your memory is fresh), go through those notes and create an action plan. List at least 5-10 things you're going to do to help you business. Creating this action plan is key because if you wait a few weeks to review your notes, you probably won't remember exactly what all of them mean. The fact is, we all forget most of what we learned at a seminar...but if we make that action plan, there is no reason we can't make the most of what we do learn.

The Networking Component: Expanding Your Social Network

People don't go to seminars to be sold. So don't try to sell people. It's in poor taste and ultimately, you will have missed on of the most important parts of being at an event like this.

People also don't go to seminars to have you ask them about the size of their mailing list so that they can email their subscribers about your products. If I had a dime for every time someone said, "I hear you have a list of mothers. I have this diet product that would be perfect for them..."

And this is what I want to answer....but I'm usually more polite: ;-)

"WHAT? Diet product? I have a list of mothers who run online businesses. Sure, a number of them would probably want to lose weight, but what does that have to do with Internet Marketing. And who are you, by the way? Do I know you?"

Anyway, the point is you are there to build RELATIONSHIPS, not sell stuff. The relationships you will build will last far longer than a few sales. You will meet people who will become your friends and business partners. They will recommend your products and services to others – and they will work with you on projects. You will also learn from these people because we all have different types of knowledge and skills. If you're a great copywriter, but are totally baffled by search engines...it would be great to have a search engine geek on your side, wouldn't it?

So, how do you approach people? Just be yourself and put the emphasis on THEM, not you. Find out what they do and what needs they might have for their business. Then you can tell them about yourself. You are there to develop a relationship...not to solidify a deal in 60 seconds.

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As I always say:

“Friends first. We can do business later.”

Here’s a few more tips:

- Talk to as many people as you can. Don’t cling on to one person or a small group of people. Expand your network.
- If you attend with a spouse or friend, network separately...so you can double your social network possibilities.
- Make notes on the business cards you collect and make sure to contact those people you feel an important connection with.

Final Thoughts & What To Do Next

So, those are my simple strategies for making the most out of seminars. The key is not to feel overwhelmed...just go with the flow. You don’t have to remember everything. You don’t have to do everything you learn. And you don’t have to phone everyone who gave you a business card. Find those key ideas and key people and you will have a long-term strategy for building your online business.

If you’re looking for an Internet marketing seminar to get your feet wet, I recommend my *favorite* ones yet. It’s the perfect for learning, networking and getting a perfect taste of what the Internet marketing lifestyle is like.

Check out BigSeminar X – you won’t regret it.

<http://www.internetmarketingsweetie.com/big-seminar.html>

See you there in October 2007!



A handwritten signature in black ink that reads "Alice Seba". The signature is written in a cursive, flowing style.

Alice Seba
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