

# COLLEGE WORKSHOP GUIDELINES

Follow these guidelines to grow your practice using College Workshops

## SHOULD YOU HOST A COLLEGE WORKSHOP?

You should ask yourself the following questions before you decide to host a workshop. If your answers all line up then you know you have an opportunity for success! Colleges and Universities should be the first choice for your venue. This is based on years of campaign response data.

## COLLEGE WORKSHOP BEST PRACTICES - PHASE 1

### Is the college reputable?

Community colleges and universities are the best choice because they have the most exposure in your area with the kind of prospects you are looking to attract.

### Is the classroom close to the parking lot?

If not, your attendance will suffer. Having to search for the location will only cause frustration with your prospects.

### Is the college in a good neighborhood?

Often times institutions of higher learning may not be in the best neighborhoods. Keep that in mind when you are selecting your location.

### Am I targeting students within an acceptable driving distance?

Like dinner seminars, your prospects are not going to drive more than 10 miles in a metro area and 20 miles in a rural area. If you don't have qualified prospects within that radius you may want to look elsewhere for your class.

### Can I use the college logo?

If the college lets you use its logo, it will bring instant credibility to what you are trying to accomplish in your workshops.

### Is the college clear with details of your program?

Should they receive a complaint or class verification call from a prospect or a competitor advisor, will they be able to answer the questions or direct them properly?

### Is the parking lot well-lit?

Please make sure ahead of time, and if possible, ask campus security to patrol the areas when your students will be coming and going.

### Will my class be in a lower-level classroom?

Try to secure a room on the first floor of the building you are in. Again, this makes it easier for your students to find you.

## COLLEGE WORKSHOP BEST PRACTICES - PHASE 2

✓ **Are you mailing 10,000 to 15,000 invitations?**

If you aren't, you need to, in order to get enough people to attend. Anything less than 10,000 isn't going to get you the critical mass you need.

✓ **Do your invitations reach homes in enough time?**

4 weeks in homes is ideal. Do not go less than that or your results will suffer.

✓ **Do you have realistic expectations for these events?**

5 to 30 attendees is a realistic number for any type of event that charges an admission and doesn't serve dinner.

✓ **Is your invitation personalized?**

Having the prospect's name, the city and even the college throughout the invitation speaks to the prospect. Having it in the address line isn't enough.

### IMPORTANT NOTE

Like with any marketing strategy, nothing is ever guaranteed, but by addressing these questions, you should see more success with your events. Also, remember that success comes from consistency.

### SUCCESSFUL IMPLEMENTATION

Advisors who have the most success with this type of marketing additionally host dinner seminars, have a radio or television show, and/or utilize media placements to keep their name in front of their community.

If you are not using these marketing strategies, you may experience a slower ramp up-period for your College Workshops.

For additional support with any of these workshop guidelines, please contact:

Scott Drake  
**800.440.1088**

DISCOVER THE POSSIBILITIES | [THEQUANTUM.COM](http://THEQUANTUM.COM) | 800.440.1088

FOR FINANCIAL PROFESSIONAL USE ONLY-NOT FOR USE WITH THE PUBLIC

THE QUANTUM GROUP, USA, LLC, AN ARIZONA LIMITED LIABILITY COMPANY. IN CA, D/B/A QUANTUM DISTRIBUTION & INSURANCE SERVICES.

25749155\_0519