

Seminars and Consulting

- If you are thinking about diving into seminars, webinars and consulting it is important to be **passionate** about the topic(s) you are presenting. What topics are you most passionate about in the profession? Is there an **information gap** in the PT world that your knowledge can fill? In the space below brain storm **ALL** the topics/ideas you are passionate about. Then, go back through the list and start to **narrow it down** to just a few topics (maybe 5). This exercise will help you get clear on future topics for your seminars, webinars, and consulting.

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****How do you make the transition from full time patient care to seminars and consulting?**

- Spend time working for “free”: answer questions from colleagues, write for various outlets, create a blog, be visible on social media, free webinars, etc. Think about ways you can work for “free”. What outlets can benefit your unique skills and knowledge? Write them out in the space below.

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It is tough to grow a seminar and consulting business if people can't find you or don't know what you have to offer. A great way to get the word out is to grow you "list". Your list is the group of people who opt in to receive information from you via email. How can you grow your list?

- If you are conducting in person seminars do not be afraid to ask your audience to provide you with their name and email.
- Have an opt in button on your website. With this opt in button you can offer a free gift (perhaps an E-book or PDF about one of the topics you are passionate about).
- Keep your information current in your newsletters and mailings so you can keep your audience engaged and interested. They will be less likely to unsubscribe!
- Provide webinars at low cost or free. When someone signs up for your webinar you can have him or her agree to opt in to your list.
- If you have a Facebook Business page (FYI you absolutely should) you can add a call to action button on that page for people to opt in to your list. (More about this in the Social Studies Module) For example if you go to my FB Business Page: www.facebook.com/healthywealthysmart you can see under the cover photo my call to action button "Opt in to get the latest podcast info!". There is another call to action button on the left side of the page under the Apps section. I have a big red arrow pointing to the opt in. This will lead you right to the opt in box on my website.
- Use social media to your advantage! Again put out great content that leads people back to your page or blog. People will start to look forward to your social media posts and will be more likely to sign up for your newsletter!
- If you do have a newsletter be consistent with the delivery of that newsletter. Think about sending it out on the same day of the week every week or month (i.e. every Tues if weekly and every 2nd Wednesday of the month if monthly)

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What other ways can you think of to grow your list? Write out all of your ideas in the space below!

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Trust me, it is difficult to conduct seminars and webinars on your own, especially if you re working full time! Think about other professionals that are doing webinars and seminars that you enjoy (remember they do not have to be PTs). In

the space below write down their names and contact information. Each week think about reaching out to one of them to ask for their expert advice!

