

The Purpose of this Guide

The purpose of this document is to guide you in how to use Dunham's seminar, "How to Organize and Secure Your Life's Documents and Information," as a tool to deepen your relationships with your existing clients and develop relationships with prospective clients. We believe this will help you develop trust with prospective clients, which will aid you in converting them to clients.

The power of this seminar lies in the fact that organizing important information and documents is something that most people are aware they need, but few have actually done, and most do not even know where to start.

As you implement the process and strategies described in this guide, please keep in mind three important principles.

Customize. Every advisor and practice is unique. Customize the elements of the client seminar that fit into your business model.

Personalize. Identify opportunities to share stories and personal experiences that support the content and objectives of the presentation.

Naturalize. Most of the participants in your client seminar will be individuals you already have a relationship with. It is important to develop a conversational style of presentation.

Remember, the most effective strategy for growing your practice is investing your time and energy with your existing clients. You will generate referrals, expand existing relationships and ensure client retention. This client seminar is the perfect strategy for growing your relationships.

The Client Seminar Timetable

We have created the following timetable and checklist to help you through the process of planning and delivering this client seminar. We suggest you begin six to eight weeks before the event.

Some steps in your comprehensive plan will require much less time the second or third time around. By the time you prepare for your third client event, you may be able to eliminate some steps, such as rehearsing. Delegate tasks whenever possible. This will allow you to focus on your primary role as a relationship builder.

This timeline is not written in stone. You can adapt and customize each step to suit your needs.

6 to 8 weeks before the event

- Step 1. Create your invitation list.
- Step 2. Assemble your team.
- Step 3. Select and book the event location.

4 to 6 weeks before the event

- Step 4. Prepare your seminar materials.
- Step 5. Prepare your presentation.
- Step 6. Plan your audiovisual needs.
- Step 7. Invite your clients and request referrals.

4 weeks before the event

- Step 8. Follow up with clients and referrals by phone and email.

2 weeks before the event

- Step 9. Confirm client and referral attendance by phone and email.

1 week before the event

- Step 10. Review and rehearse your presentation.
- Step 11. Confirm all event details.

The day before the event

- Step 12. Confirm attendance of participants by phone and email.

How to Conduct a Successful Client Seminar

Step 1. Create your invitation list.

Base your invitation list on the following five criteria:

- Clients you would like to clone. The client event, properly implemented, will generate referrals. People tend to know people like themselves. Therefore you should invite your ideal clients because they are most likely to generate ideal referrals.
- Clients who are “believers.” You want to invite clients who are generally supporters of your approach and are satisfied with you and your services. They believe in what you do and how you do it. These clients are likely to provide invaluable third party endorsements that can quickly transform projects into clients.
- Clients with whom you seek to expand your relationship. These are clients you currently only do business with on a limited scale but whom you would like to cross-sell additional products or services. For example, you might have sold a client an insurance product and would like to offer an investment product or vice versa.

- Clients to whom you would like to show your appreciation. The client event is the perfect vehicle to say thank you.
- Strategic partners. Ask your clients to invite their accountants and attorneys. This client event provides the perfect environment to meet strategic partners who can help you leverage your marketing efforts. Use it to initiate these relationships.

Step 2. Assemble your team.

One of the major impediments to ongoing seminar success is the time and energy required to execute successful events. Therefore, it is best to enlist assistance and delegate any tasks not directly involved in creating or building relationships – the “back-end tasks.”

Small client seminars are relatively easy to implement. If your events are larger or if you are producing many events, you should consider developing your staff. If you don't have a staff available, then consider hiring support personnel specifically for your events.

Create an event procedure manual that contains the exact steps taken for each event. Include the names and numbers of locations, vendors, and other relevant contact information. This procedure manual will save you incredible amounts of time if you change personnel.

Step 3. Select and book the event location.

Your event location reflects on you and can have an impact on the outcome of your seminar. Evaluate your choice of location by considering these questions:

- Convenience: The biggest reason why guests do not show up to events they expressed interest in attending is that the location is not convenient for them. Select a location that will make it easy for the majority of your guests to attend.
- Will the room work well for a seminar? Some rooms work well for dining but lack the logistics needed for seminars, such as proper lighting, equipment for slides or sound, or layout for unobstructed viewing.
- Is the site private and quiet? Some locations offer a variety of function rooms. A boisterous bachelor party in the next room can have a disastrous effect on your event. If you want to be sure your choice of a venue will be well-received, ask four or five of your clients for suggestions.
- Are there enough food choices? If you decide to offer food at your client event, will you have enough choices to accommodate a variety of tastes? Ideally, three dishes should be available: beef or chicken, fish, and vegetarian.
- What is the cost factor? The difference in price between an impressive venue and a mediocre one can be minimal when you consider the return on your investment. On the other hand, it is wise to shop around to be sure you get the best quality possible for your dollar.
- Will the event site be perceived as special? A local hotel meeting room might work well for a public seminar but generally, it will not be viewed as special. On the other hand, the local country club might be seen as more out of the ordinary.

Step 4. Prepare your seminar materials.

Seminar materials include everything related to the seminar. Decide which of the following materials you will distribute before or during your event, and prepare them as needed.

- Marketing materials. Do you have your invitation, confirmation letters, phone scripts and follow-up letters customized and prepared?
- Workbooks or worksheets. Do you have enough for your event?
- Organizational material. Will you distribute any information about your organization?
- Dunham material. Will you distribute marketing material about Dunham? If so, contact your Regional Marketing Associate at (800)442-4358.
- Evaluation forms. Will you need evaluation forms?
- Client gifts. Would you like to offer a special little gift to express your appreciation to your clients and others for attending the event?

Step 5. Prepare your presentation.

Review the following elements and take appropriate action to customize your presentation as needed.

- Would you like to include additional slides about your firm?
- What relevant personal stories would you like to add?
- Have you adapted the presentation to your audience? For example, if your group consists of retirees as opposed to people who are preparing to retire, you might need to customize your presentation accordingly.

Step 6. Plan your audiovisual needs.

Projectors and screens can be rented. Beware that renting equipment can get expensive. If you are planning more than one seminar per year, it is probably more cost-effective to buy your own equipment.

Step 7. Invite your clients and request referrals.

You can begin announcing your event eight-10 weeks before the event at client meetings and inconversations with your clients. Begin to formally invite people and take reservations six-10 weeks before the event.

Here are sample invitations that you can customize.

Phone Invitation

Hi Mary. How are you?

I'm calling to invite you, your husband/wife and your family to a very special event on _____ (date).

The program is called, "How to Organize and Secure Your Life's Most Important Documents and Information."

Hold Us To Higher Standards

Given how scattered our busy lives have become and how issues of security have become more critical, I think it is important to have an effective system for storing and managing your important information and documents.

Mary, many of the issues regarding information and document management effect your financial condition and your security which I why I want you to come to this program on _____(date).

We will also be serving a wonderful dinner.

We would be honored to have you as our guest.

It will be held at _____ (location) on _____ (date), at 6 PM.

Is that a good date for you?

(If yes) Great. I'll send you out the details. Would you like me to send it by mail or email?

Mary, this is also great information for all of your family members. Who else would you like to invite. Would your Dad and Mom benefit from this? What about your daughter and son-in-law?

(If no) That is too bad. Let's plan on discussing this the next time we meet. Please feel free to forward my email to your family members who you would like to attend. I'll check back with you to find out who is interested.

And please invite any of your friends, as well, who you think might benefit from this program.

Mail and Email Invitation

Dear _____ (client), I would like to invite you to a dinner seminar on a topic that I feel is extremely important for you.

Client seminar: How to Organize and Secure Life's Most Important Documents and Information

Location

Day of Week, Month Day, 2017

xx:00pm PT

I am organizing this event for my clients because I think having an effective system for storing and managing your important information and documents provides not only peace of mind but is also helpful in case of an emergency.

As an example, what would happen if:

- Your home was destroyed?
- You became ill or incapacitated?
- You lost your wallet with all of your personal information?

Hold Us To Higher Standards

Would you or your family know how to access your critical financial, insurance, and personal documents?

At this seminar, I will go over strategies and techniques to:

- File your documents in a simple, easy-to-use system
- Give key people in your life access to the documents they will need in case of an emergency
- Secure and protect your information

Please reserve your seat by calling xxx-xxx-xxxx or emailing name@email.com by x date.

Please feel free to extend this invite to all of your adult family members. Then if you could just let me know how many guests will be joining you when you RSVP.

I look forward to seeing you there!

Sincerely,

_____ (name).

Step 8. Follow up with referrals by phone and email.

Follow up with your client to gather the addresses, phone numbers and email addresses of the referred guests so that you can confirm their reservations. You can invite the friends and family members by phone, mail and email, using the same scripts and invitations that you used to invite your clients.

Step 9. Confirm clients and referrals by phone and email.

You will need the final list for planning the meal or refreshments, setting up the event room, preparing seminar materials and so forth. Call all of the event participants to confirm their attendance. This is also a good time to confirm food choices, if you are serving a meal.

Confirmation (Phone and mail):

Hi _____ (Client's name)

I look forward to seeing you at my upcoming seminar, "How to Organize and Secure Life's Most Important Documents and Information" at _____ (location) on _____ (date). The program will begin with a wonderful dinner at 6 PM.

I'm sure you will find this program extremely valuable.

I am looking forward to seeing you there.

Sincerely,

_____ (Your name)

Step 10. Review and rehearse your presentation.

It's much easier to feel relaxed when you have taken the time to prepare properly. Review the Dunham "How to Organize and Secure Life's Most Important Documents and Information" slides, script, and seminar activities. Rehearse your presentation until you feel comfortable giving it. Accept the fact that you will improve with time.

Step 11. Confirm all event details.

This includes but is not limited to the following:

- Location and food. Provide the facility with the final participant count, event agenda, refreshment needs, meal choices, room setup, and other needs.
- Audiovisual. If you will rent equipment, confirm the delivery time and setup. Make sure you have your presentation and a backup.
- Program materials. Prepare and pack up all program workbooks and materials.
- Speaker. If other speakers will participate in your presentation, confirm all the details with them.

Step 12. Confirm participants by phone.

As a further precaution to prevent or limit no-shows, every client and referral should be called and confirmed.

Final Phone Confirmation:

I'm looking forward to seeing you at (location) on (day), (date) at (time).

I'll send you an email and a letter confirming these details

The Client Seminar Agenda

Here is a sample agenda that you can customize. After you complete your agenda, share it with the venue, your team, and participating clients.

6:00 – 6:30 PM Reception

6:30 – 6:45 PM Welcome

6:45 – 7:30 PM Dinner

7:30 – 8:15 PM Discussion Topic: How to Organize and Secure Life's Most Important Documents and Information – The In Case of Anything System

8:15 – 8:30 PM Closing Remarks

General Guidelines for Client Seminar Success

The following guidelines will help you to conduct successful client events:

- Avoid letting your event get lost during the holiday season, when it will seem more like a holiday party than an appreciation event.
- Consider integrating client events into your overall business plan. Once you have the process down, you can easily implement four to six seminar events in a year.
- Remember to ask for referrals in your invitations.
- Dinners and food are an important component. Identify the most popular food venues and keep food quality as a priority.
- Do not sell. Keep the focus on education. Seek to add value and the business will follow.
- Be sure to invite your clients' family members whenever you can.
- Provide a take-away or memorable gift, such as an inspirational book.
- Don't be concerned about cost. Events are the best investment of your marketing budget. Be confident the immediate and long-term return on your investment will be realized.

Good luck and please let us know if anyone from Dunham can help.

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