



HOW TO HOST A LIVE WEBINAR WITH JON SCHALLERT

WHAT IS A LIVE WEBINAR? A Live Webinar is an online training, presented live over the Internet that can be viewed on a computer, smart phone, tablet or any mobile device. The Schallert Group's live webinars are conducted by Jon Schallert from his company's broadcast studio, where he presents his workshop while your group watches from your location, or your individual members can watch from their own homes, businesses, or offices. All of your members viewing the webinar will be able to see and hear Jon talking, and see all of his photos and slides, just like he was presenting a seminar in your location.

WHAT IS THE FORMAT FOR THE LIVE WEBINAR? Total time: 90 minutes. Jon will conduct a Live Webinar for 60-minutes (1-hour) followed by up to 30-minutes of answering questions submitted by your participants.

IS IT COMPLICATED FOR OUR ORGANIZATION TO HOST A LIVE WEBINAR? No, it's not. When your group hosts a live webinar, your organization hooks up a computer to a high-speed Internet connection, attaches a video projector to the computer, and then, projects the live webinar on a screen in a meeting room, conference room, or theater. You will be provided with a link that will give you access to participate in this webinar. If participants are viewing this live webinar from different locations, you can provide this same link to them so they can view the webinar on their own computer from their own location.

WHAT IS THE BENEFIT OF BEING A SPONSOR OF A LIVE WEBINAR? At the beginning of the webinar, Jon will mention and thank each sponsor while he shows their logo on the screen. Sponsors will again be thanked at the end of the webinar and their logos will be shown on the screen. We will also provide links to the sponsors' websites. Every attendee of the webinar will see the name of your organization and the sponsoring group(s) that has helped make the webinar possible, not only during the Live Webinar, but also in the archived webinar that will be available to view for 30-days.

WHAT HAPPENS IF SOMEONE MISSES THE LIVE WEBINAR AND WANTS TO WATCH IT LATER? The webinar is presented one time live, and then saved so your group's members can watch it as often as they want from their own computers for a 30-day time period following the live viewing. This will allow time for all members of your community or organization to view the webinar.

WHAT ARE THE TOPICS OF THE LIVE WEBINARS? Jon has chosen three of his most requested half-day workshops and condensed them into the most important, key points that can be shared in a 60-minute webinar. An in-depth description of each webinar and what each attendee will learn is provided on Page 3. Here are the three Live Webinar Topics that are available:

1. ***"Capturing Customers When They Enter Your Doors: The Critical 7 Seconds"***
2. ***"How to Get Local Customers to Spend Money in Your Local Business"***
3. ***"Tips and Tactics to Increase Customer Traffic Today"***

WHAT DOES THE SCHALLERT GROUP PROVIDE TO HELP US MAKE THIS A SUCCESSFUL TRAINING EVENT? When your organization hosts a Live Webinar conducted by Jon Schallert, your group receives a step-by-step planning guide on how to host it and make it a success. In addition to the planning guide, your group will receive:

- A master copy of Jon's webinar presentation, so you can duplicate printed handouts for all your participants, so they can follow along as Jon conducts the webinar.
- An 8½" X 11" and 11" X 17" document will be provided for you to use as a flyer or poster. You may copy and distribute this to help promote the event.
- A Press Release will be provided to promote the event.
- A Participant Question Submission Form that should be copied and distributed to your participants who are in the same room viewing the webinar together. This lets your members submit questions to Jon so he can answer them at the end of the webinar.
- A detailed instruction sheet will be provided with recommended procedures for submitting questions during the webinar, and the recommended room layout to make the Live Webinar go smoothly.
- An instruction form will be provided for you to hand out to attendees that will give them instructions on how to view the archived webinar for up to 30-days following the live webinar. This instruction sheet can also be distributed to business owners who were not able to attend so they don't miss out on the information.

CAN WE CONDUCT A LIVE WEBINAR AT ANY TIME? No. There are a limited number of days and times when Live Webinars can be scheduled, due to Jon's current speaking, consulting, and travel schedule. Jon conducts Live Webinars in the morning, midday, or afternoon, but no evening or weekend webinars are available. Please call our office at (303) 774-6522 to discuss what available dates and times are open on Jon's calendar.

WHAT IS THE COST TO HOST A LIVE WEBINAR? Your organization's investment is \$2,500.00 for one (1) 90-minute Live Webinar, with discounts for organizations that book two (2), or all three (3) of the webinar titles. Once your organization has decided which of the webinars would be best for your group, your organization's fee must be paid in advance and accompanied with a signed Letter of Agreement in order to reserve the date and time(s) for your Live Webinar(s).

HOW IS A LIVE WEBINAR DIFFERENT FROM BRINGING JON TO OUR AREA AND HAVING HIM PRESENT A LIVE WORKSHOP FOR OUR GROUP? There are many differences between a Live Webinar and bringing Jon to speak live in front of your group. A Live Webinar is shorter (90 minutes). Most of Jon's live workshops are conducted during half-day or full-day events. Additionally, there are three (3) Live Webinar topics available from which you can choose, while Jon conducts over a dozen different workshops in person. Nevertheless, a Live Webinar is a training tool that allows your organization, regardless of its size, location, or budget, the opportunity to hear and see one of Jon's workshops.

HOW CAN I RESERVE A LIVE WEBINAR DATE(S): Look over the Live Webinar topics on Page 3 to decide which are important for your group's members. Then complete Page 4. You can mail, fax, or email this to our office. Someone will call you to discuss the details. You can also call our office at (303) 774-6522 to discuss available dates and times. Once a date has been chosen, a Webinar Letter of Agreement will be emailed to you with all the details of the event for you to sign and mail in the webinar fee. When the signed Webinar Letter of Agreement and payment is received, the date and time will be reserved for your event.

WEBINAR OPTIONS: Choose 1, 2, or all 3 of these topics**1. “Tips and Tactics to Increase Customer Traffic Today”**

In this webinar, Jon shares gives business owners tools that they can implement in their businesses RIGHT NOW to increase customer traffic and sales. These techniques work regardless of whether the businesses are located in a large city or small town. Attendees of this webinar will also learn:

- Tactics to pull more customers from beyond their local marketplace.
- Simple steps that any owner can make in less than a day that will have a large impact on a customer's buying decisions.
- Techniques that any owner can use to get customers to spend more money in their business right now.
- The best way to approach and sell a customer during this recession.
- Sales tools to get cash-strapped customers to bond and buy from a business.
- The top marketing tools that drive customer traffic and sales, yet are affordable for all owners.

2. “Capturing Customers When They Enter Your Doors: The Critical 7 Seconds”

In this webinar, Jon will show every attendee how to influence customers who enter your business, and how to impact the critical first seven (7) seconds where first impressions are formed. Changing this perception in this short time can mean the difference between a customer buying or not buying in a business. Attendees who participate in this webinar also will learn:

- The easiest, cheapest way to increase walk-in traffic.
- Why customers entering every store or business form their first impressions in seven (7) seconds, and how to alter their perceptions.
- The six (6) critical areas of a business's floor space that customers judge and misjudge.
- How to turn your visual weaknesses into opportunities that bond a customer to your business.
- How to take your one-of-a-kind strengths and instantly convey them to everyone who walks in your business
- How to take your best customers and turn them into “silent salespeople”, causing new customers to bond to your business.
- The #1 mistake in creating window displays and why most window displays actually stop customer traffic cold!

3. “How to Get Local Customers to Spend Money in Your Local Business”

In this webinar, Jon discusses the right and wrong ways to capture local customers, and how any “Shop Local” initiative can be improved. Business owners attending the session will leave with new marketing tools to capture local customers and retain tax dollars locally. Attendees will also learn these specific points:

- Why being the best in your city is no longer good enough if you want local consumers to spend money with you.
- The most neglected social networking tool that will actually generate revenue for your business and not just waste your time. (Hint: It's not Facebook or Twitter)
- How one small business generated over a quarter of a million dollars using one marketing tactic that cost less than \$50.
- Why there are hundreds of consumers in your city who every month aren't spending money in your business, and the best way to attract them.
- How to take your best customers, clone them, and pull them into your business.
- Five critical components of your business website that are hurting your chances of attracting local customers if you're not using them.
- The worst mistake business owners make when they receive a compliment from a customer.

RESERVE YOUR LIVE WEBINAR

IF YOU ARE INTERESTED IN RESERVING A DATE FOR JON SCHALLERT TO PRESENT A LIVE WEBINAR TO YOUR ORGANIZATION, PLEASE COMPLETE THE FOLLOWING INFORMATION AND RETURN IT TO US VIA MAIL, EMAIL, OR BY FAX. SOMEONE WILL BE IN TOUCH WITH YOU SOON TO DISCUSS THE DETAILS AND RESERVE YOUR DATE(S).

Name and Title: _____

Community/Organization Name: _____

City and State: _____

Phone: _____ Best Time to Call: _____

CHECK THE WEBINAR(S) YOU WOULD LIKE PRESENTED:

- “Tips and Tactics to Increase Customer Traffic Today”*
- “Capturing Customers When They Enter Your Doors: The Critical 7 Seconds”*
- “How to Get Local Customers to Spend Money in Your Local Business”*

PRICING: Discount pricing is available if you choose two or all three webinars to be presented:

Choose one webinar to be presented..... \$2,500.00

Choose any two webinars and receive a \$150 discount on each webinar: \$4,700.00

Choose all three webinars and receive a \$200 discount on each webinar: \$6,900.00

REQUESTING A DATE: Call our office at (303) 774-6522 to discuss available dates and times. Please list below your top 3 choices of dates:

Day / Date _____	<input type="checkbox"/> Morning	<input type="checkbox"/> Afternoon
Day / Date _____	<input type="checkbox"/> Morning	<input type="checkbox"/> Afternoon
Day / Date _____	<input type="checkbox"/> Morning	<input type="checkbox"/> Afternoon

Thank you for your interest in having Jon Schallert present a live webinar to your group.