

Types of Invitations:

*Free customization included!

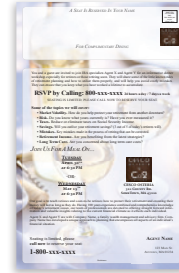
4.25x5.5 postcard



5.625x11 postcard



8.5 x 14 letter



8.5 x 11 wedding style



The "S" Factor in Your Seminar's Success

Substance: The message holds the key to filling seminar seats

While the appearance of the invitation is important, the message holds the secret to seminar success. Plum invests a great deal of time and expense developing our own proprietary mailers and beta testing them across the country to find out what gets the best response.

Status: Emphasizing your professional image and the value of your presentation

Plum's Invitations put the emphasis on your knowledge, credentials, and the educational value of your workshop, not just the 'free food.' Not only do you make a great first impression and start building credibility with prospects, you immediately differentiate yourself from the other advisors in town—and you attract people who are interested in more than the meal.

Selection: Optimum demographic screening targets qualified prospects

List selection is a lot more than just picking an age or income range. Plum's seminar consultants help you to target exactly the type of prospects you want by using a variety of demographic selection strategies.

Strategy: Maintaining high response rates by avoiding over-saturation of mail

One of the biggest reasons that seminar marketers fail is over-saturation. Mailing to the same prospects repeatedly results in declining response rates—and frustration. We take the time to map out a strategy that's designed to yield consistently good results month in and month out.

Types of Workshops

Dinner Workshops

A traditional seminar held from restaurant or event venue caters to higher net-worth clients and allows you to take a more direct sales approach. Be selective in the people that you target and meet, and increase the value of your newly acquired client.

Social Security Workshops

One of the hottest topics attracting prospects in the Baby Boomer generation is Social Security Maximization—capitalize on this concept by hosting an educational event at a library or college where you serve information, not food. Seminar presentation and other materials available.

Seminar Features:

- RSVP service answered by friendly, live attendant 24/7 ensures you'll never miss a reservation
- Personal online database allows you to watch your seminar fill up real-time and records prospects' names, phone numbers, emails & mailing addresses so you can track results
- Confirmation calls are available
- Seminar landing pages are available to increase response rates & accessibility to your seminar