

SEMINAR MASTERY & PRACTICE BUILDING SUMMIT

September 7-8, Hershey, PA

Hershey Lodge & Convention Center

Thursday, September 6th

Private Mastermind Dinner at Hershey Hotel (*by invitation only*)- 6:30 pm

Friday, September 7th

Breakfast & Registration: 8:00 am – 9:00 am

The Sweet Taste of a Successful Seminar & Seminar Analysis 9:00 am – 10:30 am
Julie Steinbacher, President of the Million Dollar Solution

BREAK 10:30 am – 11:00 am

The Hershey Story: Milton Hershey as a Strategic Thinker 11:00 am – 11:30 am
Amy Bischof, Senior Director, The Hershey Story

5 Key Ways Referrals Can Help Boost Seminar Attendance 11:30 am – 12:15 pm
Shaun Buck, CEO Newsletter Pro

LUNCH 12:15 pm – 1:15 pm

Behavioral Economics: Master the Psychology of a Buyer 1:15 pm – 2:45 pm
Bill Hammond, Esq., Founder of the Million Dollar Solution & Owner, KC Elder Law, Kansas

BREAK 2:45 pm – 3:15 pm

Afternoon Break-Out Sessions

Basic Track:

Seminar Logistics: How to Fill the Room with People Ready to Buy! 3:15 pm – 4:30 pm
Julie Steinbacher, President of the Million Dollar Solution

Advanced Track:

Analysis of Seminar Conversion & Trends in Seminar Marketing 3:15 pm – 4:30 pm
Kyle Hetner, Marketing Consultant, Steinbacher, Goodall & Yurchak

**Agenda subject to change*

Saturday, September 8th

Breakfast: 8:00 am – 9:00 am

Put Your Spin On It: How to Effectively Personalize Your Marketing

Mike Capuzzi, Founder High Impact Marketing

9:00 am – 10:00 am

Get to “Yes”: An Analysis and Conversion of Objections

Sam Wolfe, Esq., LLM, Master Coach Million Dollar Solution

10:00 am – 11:00 am

BREAK

11:00 am – 11:30 am

**How to Create a Marketing Message That Sells:
Use the Power of Story to Cut Through the Noise**

Daniel Decker, Partner, Spotlight Marketing

11:30 am – 12:15 pm

LUNCH

12:15 pm – 1:15 pm

The Up-Front Agreement: Secrets to Closing at the Initial Consultation

Paul Stano, Owner, The Stano Law Firm, Parma, OH

1:15 pm – 2:30 pm

BREAK

2:30 pm – 3:00 pm

Afternoon Break-Out Sessions

Basic

After the Sign Up- Essential Next Steps Until the 1st Appointment

*Kristen Daugherty, Long Term Care Planner & Jenna Franks, Associate Attorney
Steinbacher, Goodall & Yurchak*

3:00 pm – 4:00 pm

Advanced

Map it Out: Your Strategic Marketing Calendar

Julie Steinbacher & Kyle Hetner

3:00 pm – 4:00 pm

CLOSING

4:00 pm – 4:30 pm

Sunday, September 9th

Premier Mastermind Meeting (*members only*)

9:00 am – 3:00 pm