

How to Coordinate a Weekend Seminar in Your Town Creating the Personal Power Field

Thanks for considering co-creating a weekend seminar with us.

Over the years we have discovered that what will make it work is if we have a helper or two there who can co-create it with us. This may be you! We have several levels of play and involvement in this creation, so let's make it fun and uplifting for all.

This may be more information than you need or want right now – and I want to make sure your questions are answered as well as possible.

The following points are what have worked for us previously. You may have even better ideas.

Free Demos:

Generally what occurs is Jim arrives in the area several days prior to the weekend and gives 3-4 free classes/demos to the public.

-- **Best locations** are: book stores (with his book offered there too), healing centers etc. with a sphere of influence (active mailing list) We would ask you to find several options.

-- **Time:** They last 2 1/2 hours each. (7 – 9:30 pm)

-- 40-85 attending.

-- **Promoted** weeks-months in advance through local media and web sites, direct mailings and your networks

The weekend itself:

-- Location: A hotel conference room that:

is easy to get to

has a room 1800 - 2000 square feet

is a reasonable price

has free airport shuttle service for those coming from out of town.

offers a lodging discount

is close to restaurants

Gathering a few possible locations for us to later negotiate for the best package will work well.

-- 60-100 attendees, with at least 30 pre-paid.

-- Tuition is \$245 for a Friday night (6:30-10pm ish) and Sat-Sun (9am-4:30)

Local promo:

-- 1-2 radio interviews

-- public access TV show if available

-- local alternative magazines and their websites.

-- e-blasts to your mailing lists

Your marketing ideas are very welcome too.

We provide:

-- Printed promo material (brochures, flyers, post cards)

-- Pdfs and html e-brochures for e-blasts

-- Free DVDs

-- All ad design and placement

-- Html e-brochures for email blasts,

-- Writing for radio ads

-- Varying levels of energy-exchange, depending upon your involvement.

-- Amusement

Your best attributes:

- Enthusiasm about the Mastering Alchemy work and desire to attend the weekend.
- A solid, live network of friends, clients or associates who are do-ers interested and actively involved in their spiritual development.
- Familiar with local resources, their compatibility and the ability to work with them for marketing. (Radio, TV, newspapers, mailing lists)
- Familiar with locations for the free demos and the weekend.
- Amusement
- Punctuality
- Computer and Email ability
- Good communication skills.

If you are still interested in bringing Mastering Alchemy to your town, please let us know asap and we can choose dates and take the next steps together in making it happen.

Please contact Stanley at: 802-626-9492 or Stanley@masteringalchemy.com

We look forward to exploring what is possible with you,
In joy

Roxane, Jim, Lynette and Stanley

Mastering Alchemy
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