

## **How to Get the Most From Any Webinar!** by Mark Matteson

I attended my very first seminar at age 14. The facilitator was a former State High School Championship Coach turned speaker. His name was Bob Moawad. There were six student athletes for this two day seminar, high school kids all. I took copious notes. I applied the principles he taught and my life was never the same.

I have invested in hundreds of seminars since then, some that were expensive multi-day affairs, some cheap and an hour or two (we get what we pay for!) Since 1990 I have conducted thousands of Keynotes, Seminars and Workshops. Having said that, it qualifies me to offer up some simple advice on “How To Get The Most From Any Seminar”. I hope it helps you get a bigger bang for your buck, a nice ROI. After all, results are the name of the game!

- 1. Take Great Notes**
- 2. Capture Key Words from Stories Told**
- 3. Get Involved, Take Risks**
- 4. Stick Around After To Ask Questions**
- 5. Review Your Notes At Spaced Intervals**
- 6. Teach What You Learned to Two People**
- 7. Follow Up With the Presenter**
- 8. Invest in Yourself**
- 9. Write Action Items In Your Journal or White Board**
- 10. Keep Investing In Your Personal Development**

### **1. Take Great Notes.**

My first seminar I filled a school boy journal with over 50 pages of notes, highlighting and putting stars next to key points. I re-read those notes dozens of times. I had never heard information like that before. Over the next two years, I attended three more seminars from Bob. He was my first real mentor; he opened my eyes to the possibilities of life, sports and school. My life exploded into positive change. The palest ink is better than the strongest memory. Get FROM the Seminar not just THROUGH it!

## **2. Capture Key Words from Stories Told**

Most great speakers are gifted story tellers. Why? Stories are sticky. We remember them, especially if they are poignant or funny. I give stories titles, both the one's I tell in public and the one's I hear told. When I remember the title, I remember the story, then, I can remember the point. The most memorable stories come in three categories: 1st Person Warnings, 3rd Person Examples and Fables. In some cultures, stories are how the values and history is passed down from generation to generation. Some stories have more than one point and can change lives.

## **3. Get Involved, Take Risks**

Raise your hand and ask questions. Volunteer when the call comes to do so; Learn to say YES! Sit in the front row. Ask questions at the break. Get to know the other people in the room, give them your card and ask them why they came today. Sometimes the most valuable insights and ideas come from conversations at the break or after the seminar. People who invest in themselves are ambitious, driven and smart. Leverage that opportunity to get the most from every seminar, workshop or keynote. Over the years I have met, shared the stage and become friends with Harvey McKay, Zig Ziglar, Charlie T. Jones, Bob Moawad, Lou Tice, Rocky Blier, Jim Rohn, Patricia Fripp, Alan Weiss, Kevin Knebl, Patrick Snow; the number of teachers is too long to list.

## **4. Stick Around After To Ask Questions**

I love it when an ambitious young person stays around to ask me questions. This has led to many long term and mutually profitable relationships that ended up being WIN-WIN relationships for us both. Some people are hesitant to ask questions in public out of fear or doubt. You may just end up receiving a FREE coaching session or an idea that can change your personal or professional life. It goes both ways. Because I stayed around to answer questions, I have closed dozens of speaking and consulting engagements sometimes that day or a week, month or year later. It's a simple Value-Added Habit.

## **5. Review Your Notes At Spaced Intervals**

Repetition is The Mother of Skill. It's how we learn any and everything. Review your notes the next day, the next week, the next month, the next quarter, the next year. There is a reason you wrote it down. Now how can you assimilate the idea, insight or strategy to take your game to the next level? Your notes are almost always the most important part of day. A quote can change your life. A skill can take your sales or management skills to the next level. Remember R.E.T. = Repetition, Emotion, Time.

## **6. Teach What You Learned to Two People**

It's called "Dual-Plane Learning." When you know you must share it with someone else, you learn it at a deeper level. It's also good Karma. It's an abundance mentality. When I first started attending seminars I was a young ambitious sales rep. I made a deal with my Sales Manager. If he would cover the cost of the training, I would share my notes and insights with the rest of the team. He said yes. This simple idea put me into the shallow end of the "Training Pool". It was responsible for me getting into the education business. Moreover, it is so much fun.

## **7. Follow Up With the Presenter**

My good friend and super-star sales pro Larry Zollinger has stayed in touch with me for over 9-years. He would call to share a WIN, ask a question, or just say hi. He has become not just a great friend but along the way, become one of the best sales people in the country in his industry.

"Unassertive sales people have skinny kids!" Don't be shy. ASK! I always make time for someone who has the courage to follow up with me.

## **8. Invest in Yourself**

How much time and money do you invest in your personal development? How many seminars did you attend last year? How many books did you read last year? How many journal entries did you make last year? Ben Franklin once wrote, “Take a coin from your purse and put it into your head; it will come flowing out of your head and overflow your purse!” You will ALWAYS receive a large ROI from any investment in your K.A.S.H. (Knowledge, Attitude, Skills, Habits). Whether your company pays for it or not, the point is, if you take control of your education, in a fairly short time, you will find yourself one of the top producers and leading the field in your industry.

## **9. Write Action Items In Your Journal or White Board**

One of my clients sends five or six of her people to annual industry events and asks them to attend different breakout sessions. Upon returning they write up all of the ideas on a white board and vote on the best ideas to adopt and apply. This collective consciousness of insights takes her team from compliance to commitment. They all know they capture at least one or two great ideas to bring back. In the “Bacon and Egg Sandwich” the chicken was involved, the pig was committed! Which one are you?

## **10. Keep Investing In Your Personal Development**

Education is a marathon, not a fifty yard dash! When I work with Student Athletes at Universities (some of the most fun I have in this business) I ask young people “Would you rather have \$10,000 right now OR a penny a day, doubling it every day for 30-days, which one would you choose?” 20% choose the latter (usually Economics Majors). You see, a penny doubled every day would be over \$5,000,000 at the end of the month! THAT is the power of delayed gratification, consistency and investing in the long term. Run the marathon. You’ll be glad you did!

I wrote the following poem in honor of what I learned from Coach Moawad. It summarizes the key principles I learned and have applied over the years. Each stanza holds a life changing principle. Submitted for your approval.

***I like myself, because I'm me,  
I like myself, unconditionally.  
Bob Moawad taught me that, among other things,  
In the 1970's, he gave me my wings.***

***He was a teacher, a coach, inspiring men,  
He taught me how to start all over again.  
Be who you are and say what you feel,  
Stop trying to impress, be authentic, be real.***

***Those who matter, don't really mind,  
If you pay attention, this you will find,  
Those who mind, really don't matter,  
Their head like their waste, are just getting fatter.***

***They are all glad to see me, this I believe,  
Some when I arrive, some when I leave.  
What you think of me, I do not care,  
What I think of me, now that's what is rare.***

***I am my own best friend, I like being me,  
Self-Love is okay, surely you see.  
The Man in the Mirror is the fellow to please,  
With that comes the Kingdom and the keys.***

***In the past when someone would give me some praise,  
I would argue with them for hours or days.  
Today I say thanks, that's kind of you to say,  
Now please explain why, it will make my day.***

***First I work on goals, then they work on me,  
It starts in mind, your thinking you see.  
Thank you Coach Moawad, for all the lessons you gave,  
You continue to teach me, the nuggets I save.***

***Your legacy lives on, with every Keynote I give,  
You taught me reach, you taught me to live.  
I raise a glass to you coach, from your student, your fan,  
You changed my life forever, you helped make me a man.***

***If it's to be, you said one day, it's up to me,  
I needed to give up all blame to be free,  
Learn to enjoy the journey, as you keep pace,  
Life is so good, be grateful and finish the race.***

Now sign up for that seminar and apply some of these ideas, you will find yourself getting so much more out of it, and, impacting other people's lives by your able example and other-centered kindness. I miss Bob Moawad every day.

## **How to Read a Book**

### **The Books You Don't Read Won't Help?** by Mark Matteson

It was 1993. I took my young family to Disneyland. We stopped into a funky little bookstore in Laguna Beach. There was an audio cassette for sale for \$2.00. Some guy named Jim Rohn? (he was Tony Robbins first mentor) It was a crude recording of one his talks to Rotary or Toastmasters. I was probably recorded in the mid-eighties. He said in that unique baritone voice, "The books you don't read won't help. People who don't read books have no advantage over people who don't know how to read!" The following year Mr. Rohn came to Seattle for an all day seminar. I went. I invested \$400 for all his books and audio programs at the end of the day. It's safe to say, that was a watershed day, a day of days, a defining moment in my life. He had that effect on a lot people. It was the day I became a serious student of success. Over the next five years I pored over books and audio programs by Earl Nightingale, Brian Tracy, Jack Canfield & Mark Victor Hansen, Charlie T Jones, Wayne Dyer, Lou Tice, Zig Ziglar, Harvey Mackay, the list goes on and on. The common denominator in each great teacher's message was "If you want to be great at your work become a life-

long reader.” I met these men when I could. I called them up and asked them questions. I heard them speak if they came to town and offered to drive them where they needed to go. I invested in their audios and books and devoured them. I wrote down in my journal what they said. I looked for similarities. I began writing what I learned. I started sharing what I learned with customers, colleagues and family. I studied their speaking style. I was a sponge. Still am.

“If we encounter a man of rare intellect, we should ask him what books he reads.” -Ralph Waldo Emerson

*“I would never read a book if it were possible to talk to the author for half an hour.”* -President Woodrow Wilson

*“There are many ways to enlarge your child’s world. Love of books is the best of all.”* -Jackie Kennedy Onassis

*“It’s what you read when you don’t have to that determines what you will be when you can’t help it.”* -Oscar Wilde

*“Make it a rule never to give a child a book you would not read yourself.”* -George Bernard Shaw

Jim Rohn said, “If you read one book a week in your chosen field, in ten years you have read over five hundred books. That will put you in the top 1% of your field.” In 2003 I decided to read two books a week. That was the year I began writing my monthly e-zine with the “Book of the Month” that matched the theme of article. 1,352 books read and hundreds of articles written, I’m still at it.

The Dead Sea is a marvel of nature. It’s actually a lake. It is 3 million years old. It was once called “The Stinky Sea”. Fresh water flows in from streams and rivers in, but does not flow out. Books are like the water flowing into a lake. If the lake is to be pristine, beautiful blue, the ideas, insights, inspiration and information we gather must invariably flow out. It has to. When I first started in sales, all I read were sales books, dozens of them in a short period of time. I read an hour a day or until I came across

an idea I could apply to close a deal, improve a relationship, fill my funnel, delight the customer with extra mile value.

So why read books? Here is my short list of ten good reasons to read books:

1. Your vocabulary will improve. Studies indicate improved vocabulary leads to increased income.
2. It will improve your focus, concentration and attention span.
3. It will improve your imagination and creativity.
4. It's condensed wisdom. For many authors, their books represent a lifetime of learning on one topic.
5. You will soar past the competition. According to one study, only one adult in seven will ever go to a bookstore to buy a book after they graduate high school! It's clear it doesn't take much effort, say 30-minutes a day to lead your field.
6. You will model reading for your children, friends and associates.
7. If you are in sales, are a manager, teacher, coach, or CEO, others look to you for ideas, inspiration, insight and information. Your lake won't be stinky.
8. All leaders are readers. If you want to lead your field, reading books is a must. You will attract other readers to you. Birds of a feather...the quality of your associations will improve.
9. It makes you interesting and attractive to the opposite sex.
10. It improves your memory. Recall increases. It allows you to think on your feet. Like a rubber band stretched around a book, it never goes back to it's original size. So it is with your mind.

Though I started out with self-help books and books on sales that usually came in under 100 pages, my list has expanded in both quantity of categories and quality of titles. I never could have imagined reading "Atlas Shrugged" (1,200 pages) or "The Decline and Fall of the Roman Empire" (787 pages) or "Autobiography of Mark Twain" (737 pages), books of that size and quality have become fun for me to read. Biographies, Business, Spiritual, Economics, Philosophy, Wellness and Nutrition, Travel, History, my reading list is balanced and eclectic. I followed Jim Rohn's advice. Did you know that 90% of the books are read by less than 10% of the population. Why not move into the top 10% in your field?



Reading is one of those good habits that will change your life, one book at a time.

How to read?

1. Choose books based on your goals. If you read the wrong books, you waste your time and money.
2. Ask mentors what books they read. If one title keeps coming up, read that one first.
3. Read with a pen in hand. Mark up pages with symbols = ! \* +/- \$ > (The local librarian really frowned on my habit of marking up books. So I began buying them.) Build YOUR library.
4. e-book or printed? Do what works for you.
5. Dog ear or sticky note pages to review.
6. Read Fiction for entertainment, Non-Fiction for Personal Development.
7. Read the truly important books 3-4 times. Repetition is the mother of skill. Books like "How to Win Friends..." by Dale Carnegie.
8. Use variable speed reading. Novels can be read at 500-2,500 words per minute. Non-Fiction or Poetry should be read at 150-300 words per minute.
9. Consider the Classics. "Moby Dick", "Of Mice and Men", "Old Man and the Sea", "Lord of the Flies (or Rings)" "To Kill a Mockingbird". I read those books to my boys beginning at age 8-15.
10. If a book simply isn't doing it for you after 25-30 pages, put it down and reach for another. No use in suffering.

If you make reading books a lifelong habit your world will open up in ways you simply cannot imagine. You will become a person of substance, on object of interest, attracting all manner of people, opportunity and abundance.

Groucho Marx once said, "Outside of a dog, a book is a man's best friend. Inside of a dog it's too dark to read." He also said when asked about his opinion of television, "Oh, I find it very educational. When someone turns it on, I go in the other room and read a book."

Dr. Seuss said, "You're never too old, too wacky, too wild, to pick up a book and read to a child." Now that I have a grand-daughter I will need to begin to buy books for toddlers and eventually books about inspirational women

