



## SEMINAR FOLLOW-UP NO SHOW AT EVENT SCRIPT

**Audience:** Registered but did not attend

**Primary Goal:** Re-engage, offer value, then book a 1-on-1 (or send recap if needed)

### 1. OPEN WITH GRACE (NO GUILT)

“Hi [First Name], this is [Your Name] with [Firm Name].

I’m calling because you had registered for our retirement workshop at [Venue Name], and I just wanted to personally check in.”

*(Pause – let them respond.)*

“First off – no worries at all about not making it. Life gets busy, and that happens all the time.”

- **This line matters. It instantly removes defensiveness.**

### 2. RECONNECT THEM TO THEIR ORIGINAL WHY

“When people sign up for that workshop, it’s usually because something about retirement planning has been on their mind – whether that’s taxes, income, or just wanting to make sure they’re on the right track.”

“I was just curious – was there something in particular that prompted you to register?”

*(Listen. Don’t rush. This is where trust is built.)*

### 3. NORMALIZE + AFFIRM

“That makes total sense – we hear that a lot.”

“You’re definitely not alone in feeling that way.”

- **This validates them without pitching.**

### 4. OFFER A LOW-PRESSURE NEXT STEP (CHOICE MATTERS)

“Since you weren’t able to attend, we’ve been offering two easy options for folks in your situation.”

“One is a complimentary one-on-one visit where [Advisor Name] just walks you through the key takeaways and applies them to your own situation – no presentation, no sales pitch.”

“The other option is we can send you a short recap and then reconnect if and when it makes sense.”

*(Pause)*

“Which of those would feel more helpful right now?”

## 5. IF THEY'RE OPEN, BOOK IT

"Perfect – I've got a couple of openings [Day/Time Range].

Would earlier in the week or later work better for you?"

**Keep it casual, not transactional.**

## 6. COMMON PUSHBACK RESPONSES

**"We're not ready yet."**

"Totally fine – this isn't about being ready. It's really just about clarity so you know where you stand."

**"We already work with someone."**

"That's great – most people we talk to do. They're just looking for a second set of eyes or confirmation that everything still makes sense."

**"Now's not a good time."**

"No problem at all. Would it be better if I checked back in a few weeks, or would you prefer we just send the recap for now?"

## 7. CLOSE WITH RESPECT (DO NOT PUSH)

"Either way, I appreciate you taking a minute to talk with me today.

If questions come up down the road, just know the door is always open."

"Thanks again, [First Name] – hope you have a great rest of your day."

### WHY THIS SCRIPT WORKS (COACHING INSIGHT)

- **Removes shame** – People avoid callbacks when they feel guilty.
- **Reconnects to emotion** – Why they registered in the first place.
- **Gives control back** – Choice reduces resistance.
- **Positions the appointment as help**, not a replacement seminar.
- **Keeps future doors open** even if they don't book now.



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### OPTIONAL SHORT VOICEMAIL FOR NO-SHOWS

“Hi [First Name], this is [Your Name] with [Firm Name].

I saw you had registered for our retirement workshop at [Venue Name] but weren't able to make it — no worries at all.

I just wanted to reach out personally and offer you the same complimentary one-on-one visit we shared with attendees, or I can send a quick recap if that's easier.