steep MARKETING

10 Reasons Advisors Should Run Movie Events

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#1 **The room isn't full of window shoppers and platelickers.**
Movie audiences are a different crowd than the dinner-seminar circuit. Most of them have never sat through a seminar – and many would never attend one in the first place – which means the prospects at your movie aren't comparing you to other advisors in your market or simply "making the rounds" to get as many free meals as they can.

#2 **Movie events are like two campaigns in one.**
An average campaign hands you 200-400+ new names, emails, and phone numbers, so you can run your own nurture campaigns and close new business months, even years, down the line. One top advisor running Steep movies closes roughly half his new business *from no-shows*. Just because they didn't show up that night doesn't mean they stopped being interested; it just means the relationship starts with a follow-up call instead of a handshake.

#3 **The movie sells your message for you.**
By the time the credits roll, the room already believes retirement planning matters — a Hollywood-grade film with real experts said so, not you. Hearing from bestselling authors, government officials, and industry executives lands with a different kind of weight than a slide deck ever can. Clients no longer have to "take your word for it" when so many expert voices are validating the exact process and product you're selling. The movie does the heavy lifting, and you get to leverage that credibility.

#4 **Zero presentation risk.**
Every advisor has a bad night occasioanally, where you're tired, distracted, or off — and your ROI suffers because of it. But the film performs identically every single showing. You only need 5-10 minutes of face time to introduce it and close it out, which means your results never depend on how "on" you were that night.

#5 **It's the least "salesy" room you'll ever stand in.**
No maître d', no forks-and-knives formality. Jeans, a movie theater, and buckets of popcorn. Prospects walk in expecting a movie, not a pitch — and that changes how they listen to you. That one expectation does more work than any opening line ever could.

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#6 **Few other advisors in your market are doing this – for now.**
Call it your “blue ocean” while it lasts! In most markets, movie events are still a genuine point of differentiation, not a crowded channel. Territorial exclusivity is built into how movie events work, so it really is a legitimate way to tap into an entirely new audience and avoid overlap with your competition.

#7 **One movie showing can do the work of four traditional seminars.**
A movie theater seats 80–120+ easily; a dinner generally caps out around 30–40. Run just one event a month and you get more seats filled off the same ad spend, leading to a lower cost-per-appointment. And because people sign up for "See a Movie" in a way they won't sign up for "Attend a Seminar," Steep consistentlys exceeds registration targets time after time which results in a significantly lower cost-per-lead.

#8 **No awkward pivot to a pitch.**
Tax workshops pivot to income planning. Social security seminars pivot to asset management. The movie *is* the income planning conversation — by the time the lights come up, the appointment ask feels like the obvious next step, not a swerve. Every other event format has that one moment where the room can feel the turn coming, from "informational" to "sales." Steep’s movie doesn’t have that moment, because the film already had the conversation you were going to have anyway.

#9 **Movie events are perfect for your mid-funnel leads.**
New leads aren't the only people who belong in a theater seat. Advisors who invite mid-funnel prospects – the ones already in a nurture sequence or stalled in your pipeline — back to a movie event see higher closing rates because of it. Since the film does most of the selling for you, a lead who's been lukewarm for months can walk out ready for an appointment.

#10 **The path to scaling your ROI is proven – with consistency and iteration.**
Advisors running Steep’s movie consistently report returns ranging from 5x to over 11x. We don’t guarantee you’ll hit those numbers – but the advisors seeing the highest ROI keep dialing in their processes every showing and letting the systems and the numbers compound, instead of throwing in the towel after just a few showings.

Ready to get started with movie events? Need help dialing in your process and systems?
Book time with a Steep Success Coach at www.steep.marketing