

SAMPLE ACTIVITIES FOR A SPEAKING PROFESSIONAL

DEVELOP PRODUCTS AND SERVICES

- ✓ Create intellectual property
- ✓ Write and practice speeches
- Develop products
 - Video: DVDs (record and sell a speech, or create a custom video)
 - Audio: CD and MP3 download (audio from a live speech, audio book)
 - Print: Books, ebooks, special reports, flashcards, journals, calendars, tip booklets
 - Other: T-shirts, mugs, pens.
 - Systems: High priced products with 3-ring binder, CDs and other materials
 - Teleseminars: (ASK campaigns, conference calls, eLearning systems)
 - Training classes, workshops, coaching, and mentoring

GENERATE DEMAND (AKA MARKETING & SELLING)

- ✓ Identify your target (and profitable) markets (be creative, consider everyone)
- ✓ Give customers a reason to want to hire you (value proposition and differentiator)
- ✓ Clearly, consistently, and professionally communicate your “brand”
- ✓ Be ETDBW: Easy to do business with
- ✓ Use professional email (your domain, not AOL) and phone (landline, not cell), etc
- ✓ Customer service: From “contact and contract to revenue and referrals”
- ✓ Develop high quality marketing materials: Print and electronic (one-sheet, demo video, value proposition, testimonials, articles, media hits, high quality business cards, etc)
- ✓ Website with marketing materials
- ✓ Networking and partnership development
- ✓ Mailing list development
- Blog and blog marketing (go to <http://www.goalfree.com/?p=278> for tips)
- Web marketing (Google AdWords, Yahoo Search Marketing, Search Engine Optimization)
- Speakers bureaus and agents
- Teleseminars (for small fee, or free to build your mailing lists)
- Referrals and reference letters after each speech
- Client-specific microsites (websites for specific leads with personal audio and/or video)
- Different landing page for different promotions or keywords
- Viral, guerilla, buzz, and word of mouth marketing, PR

FULFILL DEMAND

- Speech delivery
- Product fulfillment (just in time is best; print on demand, cafepress.com, etc)

PLAN & MANAGE THE BUSINESS

- Technology – see “Top Technology Tools”
- Finances – Taxes, accounts receivable, accounts payable
- Strategic planning and measurement, etc