

7 SECRETS TO BOOKING LOCAL SPEAKING ENGAGEMENTS



**Promote Yourself As a Local
Speaker and Meet Your
Ideal Clients in Doves!**

Meredith Liepelt
RisingStarPublicity.com





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Rising Star Publicity
Meredith Liepelt
7595 Tullymore Drive
Dublin, OH 43016
Meredith@RisingStarPublicity.com
www.RisingStarPublicity.com

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Dedicated to up-and-coming Rising Stars!

7 Secrets for Booking Local Speaking Engagements

Public speaking is arguably the best way to become a known expert in your industry. But here's a cold hard truth about public speaking;

You will only be booked if you have at least one of these things. More than one is even better:

1. The meeting planner has seen you present either live or via video
2. You are highly recommended through a trusted resource
3. You have "sold" them on your ability to speak through your packaging, positioning and educational material

This workbook was created to help you do all three of these things so you can take the stage.

There are 7 secrets to make booking local speaking engagements easy, fun and lucrative. They are:

Secret #1: Know whom you want to reach.

Secret #2: Clarify your goal as a speaker.

Secret #3: Create your printed speaker material.

Secret #4: Create a master list of organizations to contact

Secret #5: Develop a promotion calendar

Secret #6: Actively promote yourself locally, regionally and nationally

Secret #7: Set yourself up for success

This book covers all of these secrets and will show you how to use them to get yourself booked as speaker.



Dear Fellow Entrepreneur:

I remember where I had my first public speaking opportunity as a marketing coach. I was asked to come to an informal meeting in a community room at a local Panera and talk to a group of six women who had small businesses they ran from home. They wanted to know how to position their businesses for the media.

Deep breath.... "I can do it," I told myself.

I prepared for HOURS! I mean, probably 3-4 hours for a little 30 minute talk that I could do in my sleep. Somehow, being billed as "the speaker" made me shake in my shoes.

Fast forward several years and I've spoken at international conferences, in my city and other close-by cities in my state several times a month and have many clients whom I've successfully mentored to break out of their shells to also get out there and "be the speaker."

What I've found is that organizations are *actively seeking* speakers. Rather, I should say that they are *hungry* for speakers. They want to know about speakers on the circuit. They want YOU! It's just up to you to know how to effectively put yourself in front of these kinds of opportunities so you can get in front of groups of your ideal clients.

If the idea of getting in front of large groups scares you, let me share something with you. The group of six women at Panera still send me referrals to this day. If you can be seen in front of the right people as an authority, you're better off than most others who do similar work as you.

To borrow a phrase from Nike, just do it!

Soon you'll be hearing... "Now coming to the stage..."

Here's to you and your speaking career!

Best,

Meredith Liepelt





Secret 1

Know Whom You Want to Reach

Understanding who your ideal client is at a basic level is critical when deciding where to promote yourself as a speaker. This is because you need to go where they congregate. The action steps below do not constitute a full ideal client assessment; rather I've designed this to include only the elements that are important for knowing where to find your ideal clients in large numbers.

Even if you've done target market and ideal client work before, go through this again because perhaps something new will come up for you. Taking time to understand your ideal client is ongoing work. And you'll need it for action steps further into this program. Keep in mind that just as you grow and change, so do your ideal clients. Their needs and desires will change overtime so be sure to revisit this work about once a year.

Complete the following three simple yet powerful exercises:

1. Demographics are factual information about your ideal clients. Write down the demographics that describe the kinds of people you love to work with the most. If you are just starting out, write out the demographics of the kinds of people you want to work with the most.

My ideal clients come from this segment of the population (Write down everything that may be relevant: gender, marital/family status, location, home owner, tax bracket, etc...):

2. Further explore the demographics of your ideal clients by writing down the industry or position your ideal clients hold (CEO, attorney, Sales Manager, Business Owner, etc...)



3. Psychographics are emotional decisions and lifestyle choices made by your ideal clients. Fill in the blanks below to start to understand these elements of your ideal clients. If you don't know for sure, find 1 or 2 people that you feel are ideal clients and ask them:

My Ideal Client:

Is excited by this in life: _____

Is excited about this in business: _____

Values these core things: _____

Makes these things a priority: _____

Generally approaches life like this: _____

Eats here: _____

Shops and vacations here: _____

Reads these books, newspapers, magazines: _____

Visits these web sites: _____

Does this for fun: _____

Other things you know about them: _____

All of this is important to know so you can assess if a specific organization has access to your ideal clients in droves. If you are an executive coach and you are asked to speak at a career event for college students, it may not be good use of your time to say "yes." Remember - you want to spend your time speaking to and being seen as an expert for your ideal clients.

Note: Once again, this is NOT a full ideal client assessment. A full ideal client assessment includes discovering more information about their specific pain points, why they have them and how you meet them. That work is imperative to know when crafting your speech but quite as important for promoting yourself as a speaker.



Secret 2

Clarify Your Goal as a Speaker

You've probably heard it before: Begin with the end in mind. Knowing what your goal is as a speaker is the best way to ensure you will get what you want out of your efforts. I have found that there are four main reasons people want to be local speakers:

- Build your list – collect names and contact information
- Further establish yourself and your company as a thought leader
- Sell a specific service or product
- Share the info from your book and shoot for book sales

Certainly, there can be some cross-over in your reasons for wanting to be a speaker. Many times, I want to speak to build my list. For me, I generally see it as a marketing tactic to collect contact information so I can continue to market to them. Although at times I change my focus to finding clients. That is when my talk changes and my speaking formula changes to a “speak to sell” format. But most of the time I want to collect names and contact information of my ideal clients so I can communicate with them on a regular basis, with their permission.

You need to clarify your goal so you can make good decisions about where to spend your time when marketing yourself as a speaker, what tools you need to be effective, and if your speaking engagements are as effective as you want them to be. If you are not allowed to sell your services at the end of your talk but that is your main goal, you and/or the event planner will end up disappointed. And you probably won't be asked to return or you will feel that it was a waste of your time and energy. It takes a lot to be a speaker – the preparation, the materials, the clothes, the practice, the driving, the give-away, etc... Make sure you know what you want so you can be assured you can get it!

Here is an overview of how each of these end goals are different and how these differences play out when seeking the best speaking opportunities for yourself:

Goal: Build your list – collect names and contact information

If this is your goal, ask the event producer if they share the list of attendees with you so you can send them ONE follow up email. Note: DO NOT AUTOMATICALLY ADD THEM TO YOUR EMAIL NEWSLETTER LIST. This is a direct violation of the CAN SPAM act and people do not respond well to being automatically added to email lists. If they will not give you a list of all attendees, find a way to collect the information yourself. Ideas include having a drawing for something valuable to your audiences such as a book or a free hour of coaching. Have people give you their business cards for the drawing.



I generally will send out a pre-written follow up email where I thank people for attending, share a detail of what was covered and remind them of how to download my free offer on my web site, which also puts them on my ezine list, from which they can opt-out at any time. Here is an example of a recent email I sent out after a speaking engagement. Feel free to modify this for your own use.

Hello!

It was a pleasure to meet you yesterday at The Success Group meeting. Playing the game show called "Are you Pitchtastic?" was so much fun with your group! I was pleased to see that so many people uncovered great stories to pitch to the local media. Were you one of them? If so, I can't wait to hear about your success!

As a reminder, if you're looking for even more ways to expand your reach into your market you can download a free report called "101 Ways to Attract Ideal Clients, Build Your List and Raise Your Profile at <http://www.RichLifeMarketing.com>. I will also send you some follow up tips and resources you can use right away.

I look forward to keeping in touch with you. Send me a note if you have any questions about building buzz and creating celebrity so you can get on with your work of changing the world. I'd love to talk with you.

Best,

Meredith

Goal: Further establish yourself and your company as a thought leader

If this is your goal, great options include looking for organizations who have panel discussions or keynote speakers where you can offer your opinion or something new and thought provoking.



Goal: Sell a specific service or product

There are many local speaking opportunities that do not allow direct selling from the stage. They want informational-only talks. Be clear and upfront with event organizers so you make sure you do not waste your time, their time, or damage your good reputation because you do not know their policy. If you have an affiliate program, the event organizer may be interested in signing up for it prior to the event. If they have experience with your product or service, they may even more actively recommend purchasing your product or service.

Goal: Share the info from your book and sell your book

If this is your goal, be clear with the event planner from the very first conversation. Sometimes you can get the event organizer to purchase a copy of your book for each attendee by simply adding on the price of your book to the cost of the meeting. That has worked well for me before. Many local events will give you a free “showcase table” as a benefit of speaking to their group for free. Be sure to have order forms and receipts handy, a great tradeshow booth, and have someone else on hand to help take orders and pull you away from attendees who want to talk your ear off even when you have a line of people wanting to talk to you!

Goal: Be paid to speak

These opportunities exist for seasoned speakers and speakers who have a track record of drawing a crowd. However for most local networking type speaking engagements, you will not be paid. Once you have experience as a local speaker, you can start working on finding bigger stages and events that will pay their speakers.

Bottom line: Knowing your goal will help you reach it without unnecessary headaches. Just be forthright with the event planner from the very beginning!

My primary goal as a speaker is:



Secret 3

Create Your Printed Speaker Marketing Material

You will find that it's easier to be booked as a speaker when you can present yourself as a speaker. It's kind-of a chicken and egg situation, isn't it? This should help you:

I recommend having two documents ready.

1. A Speaker's One Sheet
2. An Event Planning Info Sheet

A Speaker's One Sheet

A one-sheet is professionally designed snapshot of your expertise and why an organization should book you as their speaker. It's called a one-sheet because it fits on one piece of paper, usually front and back.

When event planners book speakers, they are thinking of questions such as: "What do you speak about?" or "Who else have you spoken for?" or "Will our audience be receptive to what you have to say and how you say it?"

Your one-sheet provides a concise way to answer these critical questions and more. Here is a list of what you need to collect and send to your designer to include on your speaker's one-sheet:

1. Your speaking topics
2. Your target audience
3. Benefits of booking you
4. Short bio
5. List or partial list of places you've spoken
6. Testimonials from even planners or audience members who have heard you speak
7. Contact Info
8. Personality photos of you and photos of you speaking
9. Link to a video reel or snippets of you speaking
10. Your brand colors, fonts, imagery, look and feel
11. Your tagline or moniker – something that sets you apart
12. Expert status credibility boosters such as key media coverage and images of your products (books, ebooks, DVD courses, etc.)



Once you have your speaker's one sheet, there are several things you can do with it. Here are just a few.

- Post it on your web site as a downloadable PDF.
- Email it to a few associations, corporations or other organizations who may be interested in having you speak to their audience as an introduction.
- When you meet people who have access to your audience, ask if you can follow up by emailing your speaker's one sheet. You'll be seen as an expert who is prepared and professional.



Here is the front of Gail Dudley's Speaker One Sheet:

Gail E. Dudley

Authentic Ambassador awakening the status quo



Topics/Programs include but not limited to...

From Fear to Faith
 Fear can consume us and rob us of the present. Our lives are constantly being unfolded to reveal our place of purpose, peace, and power within the Lord's redemptive plan. Yet we inevitably face things that interfere with our growth, frustrate our prosperity, and impede our forward motion. Through this workshop we will explore how to discover faith in the midst of your deepest pain, walk in freedom, remove the masks, and experience a transformational process from fear to faith, then walk in peace that can only be granted by God.

Ready to Pray
 Many people have the desire to go deeper in their prayer life, but are unsure how to connect with God's heart. "Ready to Pray" teaches the audience how to develop and build a powerful prayer life – living out a personal testimony of a life transformed by the power of prayer and having a heart of worship.

Who Told You That?
 In our culture today believers inevitably find themselves living their lives based upon false beliefs, very often unaware of the many harmful influences that have shaped and continue to hold us captive. To experience a life of truth it is absolutely critical to know the truth. God's truth is what sets us free! Many people have the desire to know the truth, but are unsure how to connect and apply God's truth. In this workshop participants will gain insight that will help to strengthen and inspire us in our walk with the Lord.

Consultation includes:
Diversity, Making a Life Investment, Mentorship & Transformational Prayer



"The anointing falls when Gail Dudley approaches a stage or anytime you hear her speak. Dynamic, passionate, and inspired, you know God will use her to create something new in the way you think and live. She has a no-nonsense style of challenging and encouraging you to step up your relationship with God by pursuing your part in His plan."
 –Tami Helm
 President & CEO
 Christian Leadership Alliance

"Your impact on the women's hearts was powerful. You moved and inspired them to become women of influence who walk in integrity. Your personal examples were often humorous and always real."
 –Pat Gordon

"Minister Dudley does an exceptional job at providing the spiritual food needed to sustain you during times of doubt and distrust."
 –Dr. Kimberly Carter
 President & CEO
 Carter Training & Consulting

"There is never a dull moment when Gail hits the stage. Her presentation style is very personable, her illustrations relevant, and her message clear. Gail always points people to a deeper relationship with Christ. I highly recommend Gail as a speaker and presenter for your next event."
 –Trina Pockett,
 Author & Speaker Rio Dell, CA

Gail's books





And the back of her one sheet:

Gail E. Dudley

Authentic Ambassador awakening the status quo

Target Audience

Women, Wives, Mothers, and Female Young Adults - all who strive to succeed in life, be transformed, become business owners, speakers, and writers.

Benefits Of Booking Gail As Your Speaker

- Gail is nonjudgmental and real. Audiences love her!
- Gail inspires people around the world with the truth of God's word.
- Gail shares generously and your audience will feel understood and motivated.
- Event organizers and participants regularly give Gail excellent scores on their feedback forms.



Biography

Gail Dudley is a bold and gifted leader and speaker. She is an authentic ambassador inciting an awakening of the status quo, and has a passion for individuals who face injustices. The Columbus, Ohio native was ordained a pastor in March 2009, and is known for

her caring heart and her warm and friendly personality. She was educated at Lorain County Community College and The Ohio State University, and has completed 85 hours of formational prayer at Ashland Theological Seminary. Gail brings more than 25 years of experience as a speaker, advocate, life coach, and consultant. Gail has five published books, and has a powerful gift of delivering life-changing messages. She commits her life to Christ and shares messages which will stir the soul and further advance her desire to be instrumental in helping others find healing, hope, and health.

Currently, Gail serves alongside her husband in ministry at The Church at North Pointe providing guidance, teaching discipleship studies, and oversees multiple outreach efforts throughout Central Ohio. She previously served on a ministry assignment as the Vice President of Diversity challenging individuals to build more diverse ministries. Gail is a committed prayer leader and teacher serving on a grassroots level building prayer ministries throughout communities. Gail is the wife of Reverend Dr. Kevin Dudley. Gail loves spending time with her husband and enjoys hanging out and cutting up with her two grown children.

Your Audience Will Walk Away Knowing How To:

- Connect with the heart of God.
- Experience life-altering freedom when you surrender it all to God.
- Discern the truth when others speak into our lives.
- Develop the courage to break out of the prisons of our destructive history.
- Be more intentional with prayer in their life.

Partial Client List

- Christian Leadership Alliance
- Mission America Coalition (MAC)
- Women in Ministry
- Child Evangelism Fellowship (CEF)
- Mother's of Preschoolers (MOP's)
- Heartbeat International
- HandsOn Central Ohio
- Water Through The Word
- Jobs & Family Services
- Esther's Academy

To Book Gail, Contact Her Directly:

Address:

5550 Cleveland Ave.
Columbus, OH 43231

Phone:

614-670-2001

Email:

Gail@GailDudley.com

Twitter:

@GailDudley

Facebook:

facebook.com/AtTheTableWithGail



Here is the front of Marsue Sams' One Sheet



The Sales Development Group

Marsue Sams

Energizing Small Business with award-winning million-dollar corporate sales experience.



Topics/Program

5 Steps to Winning the Sales Race by Turning Your Sales Staff Into Secretariat

Great sales people and thoroughbred racehorses have a lot in common. They are eager to win, are great at what they are trained to do and rely on relationships to make them stronger. But racehorses aren't just tossed in the race without a specific plan for how they will win. The same should be true for your sales staff. In this lively, entertaining and informative talk, Marsue Sams, Horse Trainer and multi-million dollar sales pro will teach you the five simple steps to setting up yourself or your sales staff to be the first "at the post" and hit the finish line as winners.

Never Stumble In a Sales Conversation Again

Most people stumble in networking and sales conversations. Combat "sales stumble" by learning how to word your business conversations so they flow easily and sell without feeling "salesy."

How to Get Business Without Selling

Getting business is about relationships and solving problems. Learn proven relationship-building techniques that work for some of the leading sales professionals in the US and how you can incorporate them into your small business.

Benefits of Booking Marsue

Marsue engages audiences with sales techniques for success at each level of a growing business. From proven strategies for lone entrepreneurs to managing teams for optimum results, Marsue guides you to understand what works, what doesn't, and what you need to do next.



“ To get more customers, the first thing you have to do is get yourself in the race. ”
-Marsue Sams

Energize your sales by booking Marsue Sams for your next event!

Award-winning sales executive with Fortune 1000 companies as well as startups and privately funded companies.

Led record-breaking sales teams.

Consistently brought in millions of dollars in sales every year.

10-time President's Club top sales award winner.

Target Audience

Business owners and newly promoted sales managers or anyone who needs to gain confidence in selling and getting customers.



And the back:

“My goal is to take the fear and loathing out of sales for business owners or anyone who finds themselves as a salesperson or managing sales people.**”**

-Marsue Sams

"Marsue's enthusiasm helps motivate others to deliver high levels of performance."

**-Andrew Friedman,
Sector V.P., Integrated Markets,
Hewlett Technologies**

"Within weeks of joining the company, sales immediately increased. She embraced the company's mission with enthusiasm and has helped transform the culture to a high energy, high performance team."

**-Allister Deskin,
CEO, CMHC Systems**

"Marsue is an incredible source of energy and ideas."

**-Brian Murphy,
Vice President, Sales,
Fourthchannel**

"Marsue came on board and brought an energy and excitement to the company and the sales force. Marsue's enthusiasm and genuine interest in the company and the customer has proven to be key to her success!"

**-Ramon Grunwald,
Director, Education Services,
CMHC Systems/Network
Technologies**

"Marsue is a talented person who makes things happen. She helps her work team achieve the best within the time requirements outlined. In addition, she makes people laugh!"

**-Joseph Capobianco,
Director, Consumer Enterprise Business,
US Chevrolet Partners at Sterling
Commerce, an AT&T Company,
Sterling Commerce**

Biography

While training horses and riders isn't the typical way to start out an award-winning 20-year career in sales, it worked well for Marsue Sams. The lessons she learned while working with horses taught her patience, relationship-building skills and the value of respecting others. These skills led her to win the President's Club award 10 times for her corporate sales and sales management accomplishments. She has worked Sterling Commerce, CheckFree and Dictaphone as well as startup and privately held companies. Her experience in building many successful sales teams that closed millions of dollars in business led her to start her own consulting practice called The Sales Development Group. Through her practice, Marsue helps small and medium sized businesses to sell in a way that is comfortable and effective, without feeling "salesy."

Marsue has written multiple sales guides and motivational sales programs for a wide variety of organizations during her time in corporate America, and has spoken at national and regional user-group meetings. She is active in NAWBO (National Association of Women Business Owners, Columbus Ohio Chapter), has been a mentor for Girls Going Places and was on the Finance Committee for The Governor's Initiative on Women, Momentum 2010.

Marsue graduated from The Ohio State University with a bachelor's degree in Sociology and has completed the coursework and tested the methodology for most of the current sales philosophies. She has matched this conventional wisdom of the sales process with her proven techniques for a sales approach that gets results for her clients.

"Even with all of these accolades and experience, I have never thought of myself as a sales person. I simply build relationships and help others to solve their business problems. I guess we have to call that "sales."

- Marsue Sams

Marsue Sams, Chief Sales Strategist

Phone: 614-633-8237

Email: Marsue@TheSalesDevGroup.com

LinkedIn: www.Linkedin.com/in/MarsueSams

Twitter: @MarsueSams



An Event Planning Info Sheet

This is for a different purpose than a Speaker's One Sheet. You use the Speaker's One Sheet to book the gig. You use the Event Planning Sheet AFTER you have booked a speaking event. It makes the event planner's life a bit easier and shows that you are easy to work with. You want to do this so are asked to return again! This is a simple word document – no fancy design necessary.

I created this simple document years ago when I realized that I was writing and re-writing the same information to separate organizations when they booked me to speak. I find that this document builds instant credibility and makes event planners so happy because you have the info they need readily available. Even if they have their own form for you to fill out, it's nice to have this in one location so you or your assistant can do a simple cut and paste job.

Below is a list of things to include in your Event Planning Info Sheet. You'll notice some cross-over between this and your Speaker's One Sheet but it has way more detail about your topic, tools they need to promote the event and much more.

Your Name: Don't assume they know your name. List it here.

Phonetic Pronunciation of Your Name: If you have a tricky name like mine, provide direction on how it is pronounced. For example, my speaker's profile says this: LEE pelt (emphasis on Lee).

Company Name and Your Title

Your Web Sites: List up to three web sites starting with your main site.

Category: List your areas of concentration. For example, mine are Marketing, Branding, Coaching, Women Owned Businesses. This is particularly useful if you are sending it to groups who don't already know you.

Phone Number, Fax Number, Email Address

Social Media Contact Information: List all that you are active on.

Physical Address

Assistant Contact Information



Logos and Headshot: Provide a URL where they can download your logo or headshot.
Your Bio

Title of Session: Give your speech a memorable title.

Description of Session: Write a short (around 125 words) description of your speech that they can copy and paste to use for promotional purposes in their ezine, newsletter, blog, web site and so forth. Make it as easy as possible for them to promote the speech.

Top Five Things the Audience Will Learn: Every host wants to be sure that their audience will learn something of great value. List at five specific things they will learn and make them big and bold enough that you feel like you should charge for it. Providing tremendous value will make people like you. It builds the know/like/trust factor which helps you turn prospective clients into paying clients - and eventually into raving fans! **Social Media Status Updates:** Write out 5-10 examples of tweets, facebook and LinkedIn updates they can use to promote your talk.

Opening Interview Questions: Provide some questions to help the interviewee guide the conversation in case they like an interview format.

One Final Wrap Up Interview Question: Provide one big question at the end. It is usually something like this. "How can my listeners learn more about you and your services"? Or, if you have cleared a special offer with your host, the question could be, "You have something special for my listeners/attendees. Can you share that with us now?" Or, "Do you have one last tip you can share?"

Product For Sale: Provide the name of the product or service your are promoting. Also include a URL so your host can view it online beforehand. Check with the host prior to making an offer because many times organizations or businesses have a certain way they like to deal with product or service promotions. Perhaps they will staff people at booth to help you sell the product if you can agree on a revenue split with them.

Equipment Needed: If you need a projector or white board or any other equipment, list it here. However, always follow up on this to be sure it's ready for you when you arrive.

Speaking Testimonials: Showcase your experience so they don't get "buyer's remorse." Provide a few testimonials from previous speaking engagements or a list of previous speaking engagements. If you don't have any yet, just leave this section off until you do.



Here is an example an Event Planning Info Sheet:



Meredith Liepelt

Event Planning Info Sheet

Thank you for your trust in me as a speaker for your audience. I am looking forward to providing great content for your group. This document contains some information that you may need as you organize and promote the event. Please let me know if you need anything further.

Name: Meredith Liepelt
Phonetic: Lee pelt (emphasis on Lee)
Company: Rich Life Marketing, LLC
Title: Brand Strategist
Web Sites: www.RichLifeMarketing.com
www.RichLifeMarketingBlog.com
Category: Marketing, Branding, Business Development, Women Owned Businesses
Phone: 614.873.7226
Fax: 614.873.7228
Email: Meredith@RichLifeMarketing.com
PR Contact: Miriam Bogard: Miriam@RichLifeMarketing.com or (614) 203-5098
Logos and Headshot: <http://www.richlifemarketing.com/speaking>

Title of Session: How To Get Local PR on a Micro Budget

Description of Session to Use in Your Promotions:

Imagine seeing your name in the local business newspaper and magazine, being highlighted in a local publication or TV show, your family, friends, clients and potential clients gathering calling to congratulate you on your press coverage. If building your credibility through local public relations is appealing to you, you will want to join us as Meredith Liepelt of Rich Life Marketing shows us the exact steps she takes to secure local press coverage for herself and her clients. And how you can too!

Join us as Meredith teaches us how to get local PR on a micro budget!

You will learn:

- The #1 thing that makes up the news
- Four kinds of stories that reporters love
- The simple components of a press release
- How to know where to send your press release
- The one thing you should never say to a reporter when you call to follow up



Sample social media status updates:

Want to get local publicity? @MeredithLiepelt is coming to show us how: [LINK TO YOUR REGISTRATION PAGE](#)

Do you know what kinds of stories the media loves to receive? @MeredithLiepelt is coming to tell us about them [LINK TO YOUR REGISTRATION PAGE](#)

Learn to be your own publicist at our next meeting when @MeredithLiepelt shows you how: [LINK TO YOUR REGISTRATION PAGE](#)

If this is an interview, here are some questions to help you guide the conversation:

1. How did you get started in your business?
2. Why is getting local press important?
3. How is getting local press different from national press?
4. What is going to make the local media sit up and take notice?
5. What are the elements of a great story?
6. How do you come up with good story ideas?
7. You talk about headlines. How do you write a good one?
8. What are your tips for writing a press release that gets noticed?
9. Who should you send your press release to?
10. Should you follow up with the media?
11. How can you post your press release online?
12. What are the most important components of a press kit?
13. What are some great resources for getting press leads on a budget?
14. **Wrap Up Interview Question:** Everyone is so busy these days. How does a business owner get started getting local press? What's the first step?

Product For Sale:

E-workbook called How to Get Local PR on a Micro Budget

URL to provide to audience: www.RichLifeMarketing.com/LocalPR



Bio and Introduction:

Tapping into her experience in musical theatre performance and 10 years in corporate America, Meredith helps entrepreneurs to position themselves as experts in their fields. As a personal branding strategist, entrepreneur and marketing coach, Meredith shows entrepreneurs how to be recognized, respected and rewarded for their expertise. An entrepreneur since 2001, Meredith knows that all business is show business loves to help others to stand out in their industry so they get the clients and accolades they deserve. Her popular programs include Own Your Star Power and Raise Your Celebrity Profile™.

Meredith is a professional speaker and speaks at women's events and corporate events geared toward women and leadership around the country, has written award-winning programs, authored two books, and been featured in Business First, Entrepreneur.com, MSN.com, LadiesHomeJournal.com and other national media outlets. Get free info on marketing and branding at www.RichLifeMarketing.com.

Here are some words from a few other happy organizations where I have spoken:

Meredith has been a tremendous asset to the Columbus chapter of eWomenNetwork. Her creativity and professionalism helped solidify a big partnership for the chapter. In addition, her idea of a monthly "Marketing Minute" has been extremely well-received by our members. She has a knack of selecting a variety of timely, relevant and easy to implement marketing topics and ideas that are always fresh and interesting. Meredith has become known in our market for her creativity and would be an excellent speaker at any networking or business event.

Cindy Bush
Executive Managing Director
eWomenNetwork - Columbus

You are a real breath of fresh air when it comes to marketing. I really enjoy your Marketing Tips at the eWomenNetwork meetings. Of all the marketing information that I receive from different lists that I am on, yours is always head and shoulders in real content above everyone else's. Thank you for everything that you do.

Karen Niehaus, Niehaus Insurance Services

We just wanted to thank you for speaking to our group! There was a lot of excitement from everyone because of the valuable information you gave us. I think each and every person got a golden nugget from the presentation. You were excellent and we thank you again.

National Association of Professional Organizers- Ohio



Secret 4

Create a Master List of Potential Organizations

When you're first starting out, sitting around waiting for your phone to ring with speaking requests won't do you any good. Yes – it takes WORK to get this going. But perhaps as much as you may think.

Refer back to your work from Module 1 where you uncovered some basic information about your ideal clients. From that information, you will be able to answer the following questions fairly easily. Some of this you will know if you are already working with ideal clients. Some of this is guess-work. For example, it isn't much of a stretch to think that if your ideal clients are active in the local yoga community, that they read the local yoga publication. If you simply do not know the answers to these questions, you will need to ask a handful of people who fit your ideal client profile so you will know for sure. The goal here is to create a master list of places to start sending your speaker's sheet.

1. Where do your ideal clients meet with others?

2. Where do they go for business meetings? _____

3. For personal outings? _____

4. What associations and organizations do they belong to?

5. What trade magazines do they read? _____

6. What mainstream magazines do they read? _____

7. What organization has a master list of these people?

8. Where do they get further training?

9. What web sites do they visit regularly? _____

10. Who else (other professions) do they work with regularly?



11. What trade shows do they attend?

12. What newsletters do they read?

13. Where else can you reach them in large numbers?

Again, if you do not know the answer to these questions, start asking others! Ask your clients or even people you'd like to work with but don't just yet. A lot of what you want is there for the asking. But you have to ask.

Here are some additional ideas if you still need more brainstorming. Perhaps some of these organizations exist in your local area:

- Local Chambers of Commerce (including your local chapter of the women's chamber, Asian chamber, Latino chamber and so forth)
- Small Business Association
- Boy/Girl/Cub Scouts
- Meet Ups
- School Board Office
- Mom's Groups
- National Association of Women Business Owners
- eWomenNetwork
- Ladies Who Launch
- Rotary
- Lions Club
- Women's Groups
- Kiwanis
- Religious Groups and Gatherings
- Business Groups
- Philanthropic Organizations
- Networking Organizations – Local groups or local chapters
- Go to Google and enter Your Ideal Client + Your City and see what you come up with. For example, if you are targeting mothers, try Moms + Columbus Ohio.
- Check your local business newspaper for announcements on groups and where they meet

Now that you have a list of at least 10-15 places where your ideal clients congregate, use the excel spreadsheet provided with this material to organize your potential speaking locations and events. This spreadsheet gives you a way to organize your list so you can easily track your efforts and/or give this research project to an assistant, intern or relative who owes you a favor! The next Module will show you how to use this list in your promotion calendar.



Secret 5

Develop a Promotion Calendar

You've done the hardest parts of getting out there as a speaker:

1. Know who your ideal clients are
2. Determine your goal as a speaker
3. Create your speaker's one sheet and event planning info sheet
4. Create a master list of organizations where your ideal clients hang out

Your next step is to use put your Speaker's Sheet into action through your promotion calendar. It's really quite simple. You can track your success on a form like the one below if you like.

Organization Name	Contact Person	Phone	Email	Date Contacted	Date Speaker's One Sheet Sent	Outcome

If you don't know all the details, just get started by fill it out with the information you know now right now. That may only include the name of the organization. That's ok. To find out more, go to the organization's web site to find out who to call and their contact information. Or go to LinkedIn and see if you are already linked to the organization somehow or if you can get an introduction from a mutual friend. Once you get the contact information, give them a call. Your goal is to find out if they need speakers and if they do, to see if they are a fit for your needs.

This step is all about getting into ACTION and this is where most people stop because they don't want to make phone calls or send emails. DON'T BE LIKE THOSE PEOPLE! You can do this!

To help you along, here are some sample scripts you can use when you start to reach out to your list of contacts:



"Hi. My name is NAME and I'm calling today because one of my clients/friends/colleagues is member of your organization and they suggested that I contact you to inquire about being of service to your membership as a speaker. I specialize in YOUR GENERAL AREA OF EXPERTISE SUCH AS INTERIOR DESIGN, or LEADERSHIP, etc... and I speak on current trends and topics related to my expertise. I'm an author of BOOK (if you are indeed an author) and I'm located in YOUR CITY so there are no travel expenses required. Are you the right person I should be speaking with?"

Depending on the organization, you may need to contact the membership committee, the President, or another person. I always suggest starting with the person at the top of the food chain, so to speak. If she or he has delegated the task to someone else in the organization, it's great to be able to contact them and say something like:

"I was just talking with Ms. Big Deal and she suggested that I call you to discuss your needs for interesting and relevant speakers for your members. Do you have a few minutes right now to discuss how I may be able to help you in that area?"

Here is an example of an email that you can tweak and send:

I came across your organization in the Columbus Business Journal. I see on your web site that you have monthly meetings for your membership and often invite speakers to share information. I speak on the topic of TOPIC and wonder if that is something your membership would benefit from. Here is a link to an interview I did recently for RADIO STATION and I have attached my One Sheet for your review. I will follow up with you on Friday to see if I am a fit for your members.

As you talk with others in your circle of influence, you will add other organizations to your list. Once you get out there and speak at a few organizations, you will likely be asked to speak at other locations just by virtue of being seen as a speaker. The point is this: Just like anything else in life, you have to ask for what you want.

Secret 6



Actively Promote Yourself Locally, Regionally or Nationally

You've got to work it now!

I suggest continuing your promotion calendar by tapping into your "low hanging fruit." Low-hanging fruit simply means opportunities that are easily tapped into. Here are some ways to do that.

1. Tell people you're looking for speaking engagements! Seriously. I can be as easy as that sometimes. Tell people verbally and also in your ezine if you have one. You have to let people know! The more you let people know of your intention to fill your speaking calendar, the more eyes and ears you'll have out there looking for you. Here is a sample script you can use or modify for your own purposes for an email, phone call, letter, etc.:

Dear NAME,

I have decided to focus on public speaking as a means of connecting with others and promoting my business this year. I am really excited about this focus and I am writing to ask for your help.

Specifically, I am looking to connect with (describe your ideal clients from the work above.) IE: mothers of preschoolers who live in YOUR CITY HERE, or men who are looking to increase muscle mass, etc...

Because you have a vast network, I would like to know if you know of any groups, organizations, associations where people like this are likely to congregate. If so, I would appreciate either an introduction to the right internal person or a link to their organization so I can send in my speaker's profile to be considered as a speaker for an upcoming event.

I will call you next week to discuss this further. Thank you in advance for your help! This will really help me build my business!

2. Look at your list of contacts. Make a list of all of the people who either fit your ideal client profile or have access to your ideal client profile. Plan one hour in your calendar to contact them and use your version of the above script or perhaps this one:



"I understand that you are the person that books speakers for your organization. Is that correct?"

"Ok great. I see on your web site that you usually book speakers who speak about TOPIC. I also speak on that topic and would like to know if I could email you my one sheet to review to see if I may be a fit for your organization?"

Then follow up after a few days. Send another article/video. Stay in contact by sending them useful info.

3. Record your talk. Get photos of you on stage or at the event. I took this photo beside the poster outside my breakout session at the National Association of Professional Organizers and use it in my marketing. Get a photo of your name in lights – wherever it is posted at the event. Have someone take photos or video of the audience listening. Get testimonials from event planners. From attendees. Use all of this in creative ways such as:

- a. Create a promotional video of you as a speaker.
Use some of the same content as is on your web site's speaker's page. I use Animoto.com for simple video creation.
- b. Add photos to your speaker's one sheet.



4. Visit any podcast platform and search for shows that feature guests in your area of expertise. Send them your Speaker's Sheet. But listen to at least one show first to make sure it's a show you want to be on and you would be a potential good guest for the audience.
5. Get Social! When people see you in the role of "speaker," the more they'll remember that you offer this as a service. So let people know by using your social media outlets in these ways:
 - Use your LinkedIn Profile to get recommendations from people who have heard you speak.



- List “Speaker” as one of your jobs on all of your social media profiles.
 - Blog, tweet, facebook, and share info about the event leading up to it, during it and afterwards.
 - Share photos and/or videos afterwards.
6. Set up Google Alerts and follow them to find leads:
- “entrepreneur/use your industry” conference
 - “Entrepreneur” keynote/workshop
 - Industry + speaker
 - Industry + speaker + your city
 - Speaker submission form
 - Call for speakers
 - Speaker needed
 - Keynote needed
 - Call for keynote

When organizations put out calls for speakers, you will receive an email alerting you of their need.

7. Colleges. Not just major schools – CLUBS! Weight loss, aspiring entrepreneurs, etc... Find one that is most similar to you. Nutrition, fitness, etc.... Identify key contact – Student President probably. The great thing with this is they usually have a budget for education. Don’t say you are looking for a speaking fee. Call it “education.” (Then deliver on that promise, of course) Call and say something like this:

“I live here / going to be in your area and would love to speak if you are interested, let me know Normally I get paid \$4750 and I recognize that you probably can’t cover that. The admin of student affairs may pay a part of it. Can we reach out to the Admin of Student Affairs?”



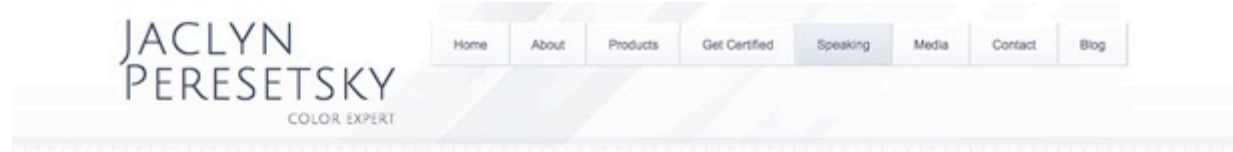
Once you reach the Administrator of Student Affairs, you can say:

"I was speaking to _____ about speaking for their club and providing education to them about TOPIC. My normal rate is _____ but I'm willing to accommodate your budget."

Maximize it: Ask for Journalists from the school paper. They can interview you.

8. Follow twitter hash tags: #speaker #lookingforspeaker #Callforspeaker, and so forth. Create these based on your industry like: #womensconference, #attorneyconference, #interiordesignconference, #leadershipconference and so forth
9. Build a "Book Me to Speak at Your Event" Page on your web site. Here are a few potential components for your speaker's page. You want to make it really easy for others to envision how to use you at their event:
 - A 1-2 paragraph overview of who you are and what you talk about.
 - Sample speaking topics. These are short write-ups of your presentations.
 - Sample video presentations
 - List all the places you've spoken
 - Add written and video testimonials from event planners and people who heard you speak.
 - Provide contact information - an email address and phone number so people can contact you.

On the next two pages you will see two examples of Speaker web site pages.



Speaking



I speak for women's groups, networking organizations and others who are interested in learning about color, makeup or skin care.

My speaking topics are:

1. The Power of Color Analysis
2. How to Add Color Analysis to Your Design or Fashion Practice (The audience for this would be image consultants)
3. Simple Color Tips and Tricks To Emphasize Your Best Attributes
4. Instantly Increase Your Presence With the Right Colors

To book me as your next speaker, contact jaclyn.peresetsky@gmail.com or call 614.846.8420.

"I highly recommend having Jaclyn and the Skin Perfect team to your next event. We had them to our annual Women's Event in 2012 and Jaclyn was one of our speakers. We were impressed with their knowledge and professionalism. We heard great feedback from the ladies and would have them back in a heartbeat."

- Polly Patton, The Now Center Event Coordinator

Download a free excerpt from Jaclyn's book, *Discover the Power of YOUR Colors*, and learn how color analysis can increase your business and client satisfaction.

Email Address*

First Name

Last Name

* = required field

Subscribe



Speaking Excerpts

Jaclyn Explains the 12 Tone Seasonal Color Analysis



The Power of Color Analysis





Services Blog About Resources Contact Store **Speaking** Media

Speaking

I absolutely love speaking to audiences of women entrepreneurs who are interested in actively growing their business through marketing and branding. Popular keynotes and workshops include:

1. Raise Your Celebrity Profile
2. Own Your Star Power
3. Courageous Action

"Meredith - You did an awesome job at sharing such important information about creating your own celebrity. I especially liked the 4 examples everyone can do right now absolutely FREE! I've already done two of them!"

- Sandra Yancey
Founder, eWomenNetwork

Here is a partial list of organizations I've spoken for:

- eWomenNetwork (multiple chapters in the US)
- National Association of Women Business Owners
- Ladies Who Launch
- Women for Economic Leadership and Development
- International Women's Toolbox Conference
- N2 Publishing
- National Association of Professional Organizers - National Conference
- Multiple Chambers of Commerce and many other business groups
- Keeping It Personal Radio Show with Teri Johnson
- Promoting University

"This morning's American Marketing Association meeting was one of the most beneficial that I have ever attended. Thank you for the insight that you so openly shared."

- Teri Dougherty

See me in action:



See what others say about me as a speaker:



Download my free ebook today called **"101 Ways to Attract Ideal Clients, Build Your List & Raise Your Profile"** when you subscribe to my newsletter, Smart Marketing

First Name *

Email *

SUBSCRIBE ME!

Join My 30 Day Challenge



Let's Talk

Think I may be able to help you?
Click on the "Talk with Meredith" button and let's go!

Talk with
Meredith

Follow Me



"I have been working with Meredith for over 5 years, and every time we meet she has many fresh new ideas for me. She really takes the time to understand my business and how best to help me market to my niche."

- Mary C. Slone
Slone Financial Group



TIP: When speaking out of town, contact other local organizations and let them know you're in town and see if they'd like to book you before or after your event. The benefit of doing that is that your travel is already paid for so they can book you for minimal cost.

Here are additional ways to promote yourself as a speaker that take a bit more time and effort than your low-hanging fruit:

1. Join a speakers bureau. Why? Event planners go to these bureaus first. There are many bureaus so conduct a google search and see what resonates with you. You need to have experience and be well-positioned as a speaker to take advantage of speaking bureaus.
2. Consider joining NSA (National Speakers Association) if you are interested in learning how to turn your local speaking experience into paying speaking opportunities.
<http://www.nsaspeaker.org/>
3. Visit the websites of trade shows in your industry. Look for sections such as "Call for Speakers" or "Speaking Opportunities." You'll find opportunities listed there.
4. Set up Google Alerts for "Call for Speaker (then your industry)". For example, Call for Speakers Leadership or Call for Speakers Interior Design. You will receive notifications when organizations post a call for a speaker in your industry.
5. Visit web sites for other speakers and see where they have spoken.
6. Go to iTunes or any media host platform and search for shows that feature guests in your area of expertise. Send them your Speaker's Sheet. But listen to at least one show first to make sure it's a show you want to be on and you would be a potential good guest for the audience.



Secret 7

Set Yourself Up For Success

Get into action: Start with making a commitment to yourself that you will take action. Without action, you will not be able to effectively get yourself out there as a reputable speaker and meet your ideal clients in droves. Examples of commitments to yourself are:

- I will take time on DATES to complete the simple activities in this ebook.
- I will create my Speaker's One Sheet.
- I will contact "*this person*" at "*this organization*" and ask about their needs for speakers.

What is your commitment?

I commit to: _____

TIP: Speaking Etiquette

Most meeting planners, blog talk radio hosts and teleseminar hosts tell me that they rarely get thank you notes. Want to make a great impression and potential be asked to speak again? Write a thank you note. It may be your ticket to being asked to return.

I want to know about your success. I encourage you to send me an email to Meredith@RisingStarPublicity.com and put the subject line "I booked a speaking engagement" in the subject line. It will come directly to me and I'll respond to you!



Bonus #1

How to Assess a Speaking Opportunity

Once you start speaking, you will likely find that other speaking requests will start coming in. This is because grounds need great speakers. While it is a boost to the ego to have a jam-packed speaking schedule, you may quickly find out that not all opportunities are useful opportunities. You will need a way to sift through your speaking requests to make sure you are spending your time wisely. Here is a checklist of sample criteria and questions you will want to ask when assessing a speaking opportunity:

1. Who is attending?
2. How many will be attending?
3. What are they struggling with/what do they need?
4. What are they expecting?
5. What are you (the event organizer) expecting?
6. Is this a paid engagement?
7. Do you pay for travel, hotel, food, etc.
8. Do you pay for my assistant as well?
9. Can I sell product from the stage or at the back of the room?
10. What assistance will you provide the day of the event?
11. Do you have the audio/visual equipment I need?
12. Will you have a hand-held microphone or a clip on mike?
13. Will you send me a list of attendees and registrants so I can follow up?
14. How often do you need speakers and for what occasions?
15. Ask any other relevant questions that are important to you.

Action Step: Write out your specific criteria so you don't accept less than ideal engagements.



Bonus #2:

Assess other Speakers to Improve Your Own Speaking Engagements

Speaker's Name: _____

Business Name: _____ Subject of Speech: _____

Event Where I Heard Him/Her Speak:

Subject of Speech:

Did I like this speaker? Why or why not? Did they say or do something I liked or didn't like?

What would I have done to make it even more powerful?

Does this speaker have any habits that I found annoying that I should be sure I don't do or anything enjoyable that I can incorporate into my own presentations?

What worked really well? How can I incorporate that into my talks?

Other take-aways I had after listening to this speaker



Bonus #3:

Additional Speaking Resources

Let me introduce you! You are about to “meet” an elite list of my friends and trusted resources who work in complementary areas of marketing, branding and business development.

I personally know and/or work with each of these businesses below to increase my business and visibility. These are my trusted resources. PLEASE do your own due diligence, of course, as I don't offer any guarantees on their behalf. *(Oh –the things one has to say to protect oneself!)*

Here they are... People I trust to help me in my business:

1. Create Your Speech

Need help to develop a keynote speech and hone in on your platform skills? Get to know my friend Lisa Braithwaite at www.CoachLisaB.com.

2. Write a book

It is SO much easier to book bigger speaking engagements when you are an author of a book. But don't let that idea scare you. Here is the program I personally went through and highly recommend to write a book in a weekend: www.WriteWithDonna.com.

3. DIY Video Creation

I use this tool to create simple short videos using my photos, videos or just words. The best part: It's EASY. If you can upload a photo, you can make videos using this. I started with the free version then upgraded to get more capability: www.Animoto.com.