



## Module 2

2.1 Creating a Brand for Your Speaking Business

2.2 Your Signature Topic Title

2.3 Creating Marketing Material (Your One-sheet)



## 2.1 Creating a Brand for Your Speaking Business

First and foremost...Always be YOU. This is what will separate you from the pack. Your uniqueness is what will bring you success in your business. Do dare to be different! You want something that will stick in the minds of the buyer and potential clients. You want to become known as the 'Go To' expert in your field. Branding is not only an image, logos, website, etc. Branding is also how you present yourself, your style, your personality, & how you interact with people on a regular basis. It is how you look, sound, behave, etc. Branding is also creating a presence that will follow you everywhere and in everything. Your brand must stay in the front of the mind of the buyer. When they think about you, your brand comes to mind because they can readily & clearly visualize your company logo and tag line. Your brand must link to your passions, your beliefs, your strengths and to your very clearly defined message.

### Create a Brand called YOU

Branding is your whole business. It is how you will be perceived in the eyes of the public and buyers. How do you want to be perceived? You want to make sure your branding aligns with your target audience. For example, if you're a wellness expert working in the health industry with nursing professionals, you want to make sure your brand speaks directly to them.

We all know the importance of branding. As a speaker you should be branding yourself. What do you want to be known for? What do you want people to think when they hear your name? Branding is not only about your name and logo. Branding is also about how you conduct yourself, your level of integrity, how you do business with people and your personality. Branding is really a combination of many components of your promotional plan. When executed correctly, it will be something you will be proud to have followed you everywhere you go and in everything you do.

### Branding = Differentiating Yourself



Make your brand memorable and creative. Be that “purple cow in the field” and stand out from the rest of the herd of speakers trying to get your buyer’s attention. Give the hiring a party a reason to pick you over your competitors. Most importantly: BE YOU...Just be you. I can’t stress this enough. I see so many try to duplicate another speaker or celebrity. This will only backfire on you. It shows no personal integrity whatsoever. It will ruin your brand and reputation, and in some cases, may even get you “black balled”. (Meaning no one is going to call you for speaking jobs.) It is so much harder to try to be someone else. Just be yourself. Always use your own content and your own uniqueness. Put the authentic YOU in everything you do and you will be AMAZED at the results!

### **Clarity + Consistency = Branding Power**

When you’re trying to position and niche yourself, you should focus on creating one to two strong topics that tie together. These are the topics that you will build your brand upon. They are your signature program/speeches. They will always follow you and you will become known for them. Create them by keeping in mind your very clear message and your very clear solution. You will write a book on these topics someday, and the book will have the same title as your signature speeches. You may create a coaching program around them, or a licensing program, or other products and services.

### **TIP: Do *not* have too many topics.**

I work with planners and organizers all the time, and from this work I have learned that the speakers who are most successful are not generalists. They are dynamic professional experts with a very narrow focus on specific, highly-defined, key information. For example if you speak on sales, then make your focus ‘Sales Only’. Do not try to do “sales”, “leadership and teambuilding”, “time leveraging”. Doing this demotes you to the masses of “general speakers” and not a **stand-out specialist**. General speakers are easy to find today and many speak free.



When you have your topic do not have too many sub-topics. Focus on just one program, one topic...maybe two, no more. In other words, resist the temptation to have a long list of varying topics that a planner can choose from. Become known for and offer only one/two topics. If we use our sales example again: This is your topic area and can be a wide open area. It is important to niche yourself even more specifically. Be the Direct Mail sales expert or an expert in Sales calls only or the expert in the \$10,000 handshake. If you are a Sales expert and your topic is "Dealing with Sales Calls" only, this will really niche you as a stand-out within your market. In the very near future, this is you: You have one topic, which is very clearly defined. You are the Go-To expert on your topic. You have the solution to the audience's problem. You are known for this topic only. You have created a brand that is memorably consistent.

**People will remember you and call on you first.**

These recommendations will position you better and faster within your determined market. When one goes out and says "I am a sales expert." He or she is among thousands of others who are also "sales experts". It is important, once again, to be that "purple cow in the field" and really narrow in and be very specific.

Narrow in even more on your determined topic. Back to our sales example: You are the Direct Mail Sales Expert, but you now only want to work with sales managers. This will really make you stand out. You can find your sales manager audience in a wide range of markets. Offer something that will make you unique to the planner, thereby giving him or her reason to hire you rather than thousands of others. Go as far as branding yourself as the 'SnailMail Sales Doctor' or the 'SnailMail Sales Queen', whatever fits your area of expertise & your brand. Be sure to tag yourself. Come up with a tagline that states your brand promise. Brand yourself as being unique and you will become known quickly. If you come up with something that really speaks to you, **be sure and do research to make sure someone isn't already doing the same or similar thing**. You do not want to appear as if you're copying someone else. You want to be the first one of your kind. When you do find your unique and original branding components, act quickly, and reserve your place as the answer to all the planners' hopes and dreams for their events and their audiences.



Trying to determine, polish & create your brand may seem like an unending process, but it is a very important and necessary one. The time to discover the brand called YOU! Be different and be unique! Be authentically you. The following action plan is going to help you uncover your true brand, so take your time. It can be a long and will be time consuming endeavour, but it is a key step to success and great rewards. Please do not skip or skimp on this step in your development!



## My Branding Action Plan

What is my vision?

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What is my purpose?

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What are my passions?

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What are my talents?

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5 people in my life describe me this way (using three words each).

- 1.
- 2.
- 3.
- 4.
- 5.



## My Branding Action Plan

How would I like to be perceived by my target audience?

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Describe my speaking business and its concept?

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What type of personality do I have? Describe it in a few words:

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What drives me?

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What I stand for? What do I believe in?

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What are my core values?

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### My Branding Action Plan

My goals:

(You already did this one in Module 1. Reflect back and copy it here.)

My one year goal:

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My five year goal:

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My top three characteristics are:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What is my mission?

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In a few words describe the value I offer?

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### My Branding Action Plan

Who is my target audience? Why do I want to serve them?

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What are my top three strengths?

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What are my weak areas? (List them but do not focus on them.)

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What is my brand promise?

(This is your connection with your target audience. It is your promise to your customers. “Charli Jane Speaker Services...Opening Doors of Opportunity.” “Wal-Mart: Save money. Live better.” “Nestle: Good Food. Good Life.” “Ford: Built Ford Tough.” “Audi: Truth in Engineering”)

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## My Branding Action Plan

How do I make people feel?

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What are the benefits of my clients?

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What differentiates me from my competitors?

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What most impresses people around me? (Include clients, your audience, family and friends.)

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### My Branding Action Plan

The areas I “stand out” the most are in:

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Describe the products/services I provide or will provide?

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## My Branding Action Plan

### Research time:

Who are my competitors? What do I like or dislike about their brand?

Competitor #1 \_\_\_\_\_

Likes: \_\_\_\_\_

Dislikes: \_\_\_\_\_

Competitor #2 \_\_\_\_\_

Likes: \_\_\_\_\_

Dislikes: \_\_\_\_\_

Competitor #3 \_\_\_\_\_

Likes: \_\_\_\_\_

Dislikes: \_\_\_\_\_

What do I believe are my competitors' key branding messages?

Competitor #1 \_\_\_\_\_

Competitor #2 \_\_\_\_\_

Competitor #3 \_\_\_\_\_



### My Branding Action Plan

If asked, how do I think a person would describe my brand right now? (Personal, friendly, good customer service, honesty, professional, exciting, etc.)

_____	_____
_____	_____
_____	_____
_____	_____

Am I using a consistent color scheme in my web presence and all my marketing material? If so, what is it? If not, what colors and images resonate with me and fit with the public perception I wish to present?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Review: I know my competition, so what differentiates me?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Now that you have completed the action plan, you should have a clearer vision of how you will continue building your speaking career. Once you feel totally confident with your answers, then you're ready to take over your market, right? What is stopping you?

**Go for it!**



## 2.2 Your Signature Topic Title

First of all, It is important that you take your time when creating your marketing material and defining your speech topics followed by finding just the right title for them. Your topic title is going to sell you. If I've said it once..... Be creative. Be different. Do not use the same clichéd and boring topics like 'Get Stress Free in 30 Days' or 'How to Increase Your Sales by 50%' or 'Creating the Perfect Team'. These are not going to catch the eye of the hiring party and are really quite over-used. Do you even remember the titles you just read only a few lines before this one?

Example: A speaker who specializes in stress has created a program called *Life is Short: Wear Your Party Pants*. She did some research and creative thinking to put this topic title together. It catches the eye and entices the buyer to read more. That is what you want. Catch the eye of the reader immediately. Departing from the ordinary, speaking directly to your target market, and delivering a clearly different approach to your message, will intrigue the buyers to want to learn more. This leads to them contacting you for more information on booking you. You now have gone from cold leads, to warm ones. This is a key. Avoid the boring stuff at all costs, because if you don't, it will end up costing you leads, time, success and revenue.

Do a little research if you need to, but come up with an eye-catching, intriguing and awesome topic. Do not be afraid to be a stand out. This is what will help you fill your schedule! Here are a few more great titles (these are used by other speakers so please Do not copy):

- *Life is Not A Stress Rehearsal*
- *Love, Laughter and Lasagna*
- *How to be a Wise, Wild and Witty Woman*
- *Prepare your Products for Premium Profits*
- *The Blessing of Misfortune: Learn to Spin Straw into Gold*
- *Am I Out of Sick Days Yet?*



You really want to create a signature topic/presentation (perhaps two) and build your speaking business around this. Your books, eBooks, DVD's, and all your products and services were built on the foundation of your signature piece. You will create your signature program/presentation so that flows through everything you do; including programs, coaching, workshops, etc. Remain consistent and always be on target with your signature presentations. You will become known much more quickly and become more in demand sooner. It is important to avoid jumping all over the place in order to offer 5-8 different topics. Especially with different subject matter or that makes drastic changes necessary every month. This creates confusion in the buyers' minds and confused buyers do not buy or hire. (This was discussed in week one in the materials on niching yourself and defining your target audience.) Choose wisely and carefully. Follow your passions and strengths. You will be living this for a long time. You better love it and know it well.

It is very important to have a **clear message** and offer only one or two signature presentations, because this is what you will become known for. You can always change things a little and update the content to stay current; of course, you would want to in fact in order to stay fresh. It will remain fundamentally the same throughout your career. Creating one or two signature speeches and keeping them the consistent will allow more room for you to be creative in your business. You will have the time and energy you need to start creating your product empire. If you are all over the place with too many different topics, you will only be perceived as a generalist. We have already covered that this will only lead to confusion and anonymity, and what this will mean for your career, right?

**Remember: You want to become known as a specialist in your field. If you can accomplish this, then you will become the 'Go-To' expert that buyers will clamor for and compete to book.**



## Topic Presentation (Signature Program)

Remember what was discussed earlier about creating a signature topic presentation(s)? If you can do this and nail it, you are going to do great! The following action plan will take you through some questions to help you hit your target. Take your time as this will help you discover your own best topic presentation. There is a website which may help you in brainstorming some good topic ideas, but please use this only as a source of inspiration. Remember, you are going to be unique, unusual and totally and only YOU. This site has over 7,500 topics to help get those creative juices flowing.

Here is the URL: <http://www.speech-topics-help.com>

You will want your topic title to convey your message succinctly and clearly, and to inform the buyer that you have the solution to your target audiences' challenges.

**TIP:** Your focus here is in creating a signature topic title, not your presentation content. This is not the place to be focusing on what you're going to add to your content. You are creating your title only. This is important because remember your topic title is what is going to help "sell" you and your presentation.

**Take the time to get it just right**





## Topic Presentation Action Plan (Signature Program)

What is my expertise area? Name only three:

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What do I have the most experience in? Name three.

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Who is my target audience?

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What do I feel compelled to speak about?

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What do I want to become know as? (The “\_\_\_\_\_ expert”.)

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### Topic Presentation Action Plan (Signature Program)

What are the top solutions that I will share in my presentation? (Dealing with stress, living peacefully, dealing with out of control team members, forgiving, staying fit in today's fast paced world, etc.)

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The words that best describe what my presentation will deliver are: (Jot down catchy and powerful words. Make a list of about ten and look over your above answers to help with this. What did you write down as your audience's challenges? What were your solutions? What's your message? Think on this one. The more you can come up with the better.)

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Write down a few "attention getter" phrases (Look below for a **LONG** list of ideas)

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What is my message in one sentence?

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## Topic Presentation Action Plan (Signature Program)

What are the top two main challenges of my audience?

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*Write a short paragraph about what your presentation will be about. Do not focus on the actual content of your program. Write down a brief overview, because you want to make sure your topic title will coincide with the content.*

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Now take a look at the list of catchy words you came up with; you should have about ten. Then take a look at your attention-getter phrases and pick the top one that you like best. It should be the one that fits your presentation content. Add some of your catchy words to the attention-getter phrase and start playing around with it.



## Eye-Catching Words

Secrets  
Amazing  
Shocking  
Revealing  
Surprising  
Magic  
Seductive  
Important  
Warning  
Suddenly  
Stop  
Urgent  
Vital  
Confidential  
2 Explosive  
Thrilling  
Electrifying  
Win  
Sex  
Startling  
Stunning  
Remarkable  
Beauty  
Beautiful  
Sizzling  
Vivid  
Dynamite  
Heart-Wrenching  
Dazzling  
Mouth-Watering  
Delicious  
Gift  
Fun  
Potent  
Mind-Blowing



Successful  
Hot  
Daring  
Alluring  
Provocative  
Make  
People  
Money  
Results  
Sale  
Better  
Discount  
Save  
Soar  
Unlock  
Look  
Formula  
Blockbuster  
Revolutionary

### Action Words

Unleash  
Earn  
Keep  
Look  
Discover  
Find  
Reap  
Harvest  
Uncover  
Obtain  
Slash  
Secure  
Protect  
Win  
Get  
Use



Have  
Own  
Accomplish  
Achieve  
Garner  
Compare  
Make  
Hurry  
Boost  
Burst  
Enjoy  
Imagine  
Explode  
Grasp  
Reach  
Attain  
Blast  
Profit  
Benefit From  
Profit From

### Some Additional Favorites

Powerful  
Strong  
3 Health  
Unique  
Surprise  
Odd  
Quickly  
Limited  
Security  
Safety  
Safely  
Special  
Superior  
Expert  
Ultimate



Increase  
Surefire  
Fascinating  
Startling  
Miracle  
Fortune  
Profitable  
Wealth  
Quick  
Remarkable  
Unparalleled  
Suddenly  
Excellent  
Tested  
Proven  
Reliable  
Sensational  
Improved  
Direct  
Better  
Refundable  
Interesting  
Challenge  
Profits  
Profitable  
Informative  
Revealing  
Practical  
Bonus  
Plus  
Gift  
Selected  
Instructive  
Valuable  
Sensational  
Trusted  
Genuine  
Important  
Critical



Quality  
Sturdy  
Unsurpassed  
Outstanding  
Exclusive  
Lavishly  
Scarce  
Useful  
Rare  
Strange  
Valuable  
Discount  
Reduced  
Lowest  
Popular  
Special  
Wanted  
Power  
Who  
Want  
Why  
Which  
Hot  
Attractive  
Famous  
Successful  
Professional  
People  
Unusual  
Weird  
Highest  
This  
Profusely  
Absolutely  
Simplified  
Practical  
4 Colorful  
Approved  
Delivered





Easily  
Authentic  
Bargain  
Unlimited  
Surprising  
Beautiful  
Big  
Huge  
Mammoth  
Enormous  
Gigantic  
Colossal  
Bargain  
Complete  
Full  
Confidential  
Greatest  
Helpful  
Immediately  
Largest  
Endorsed  
Crammed  
Latest  
Noted  
Personalized  
Sizable  
Terrific  
Lifetime  
Tremendous  
Unconditional  
Wonderful  
Formula  
Alternative  
Truth  
Flourish  
Enterprising  
Solution  
Incredible  
Crucial



Daring  
Explosive  
Floodgates  
Bonanza  
Timely  
Energy  
Energizing  
Surging  
Wanted

### Try and Avoid These Words

Death  
Destruction  
Dead  
Poor  
Fail  
Sell  
Hard  
Wrong  
Negative  
Disaster  
Difficult  
Deal  
Pain  
Liability  
Bad  
Failure  
Obligation  
Decide  
Cost  
Loss  
Contract  
Worry



## Favorite Headline Word Combinations and Action Phrases

How To...  
How Would...  
How Much...  
Who Else Wants...  
Inside Secrets Of...  
Do You...  
100%-Guaranteed!...  
Little-Known Secrets...  
Closely-Guarded Secrets...  
How Would...  
Advice To...  
At Last...  
Money-Making...  
Special Offer...  
Limited-Time Offer...  
Act Now To Get This...  
Money-Saving...  
No-Risk...  
Zero-Risk...  
Must See...  
Must Attend...  
The Shocking Truth About...  
Do YOU...  
What You Should Know About...



Complete Details, FREE...  
Free Report (Booklet, Book,  
Cassette, etc.) ...  
Call Now For ...  
Limited To The First \_\_\_\_\_  
(quantity) To Reply...  
5 Limited-Time Opportunity...  
How You Can...  
You Get...  
You Have...  
Facts You...  
Profit From  
Save Time...  
Save Money...  
If You're Serious About...  
The Truth About...  
Free Bonuses...  
The Single Most-Important...  
Let Me Show You...  
Once In a Lifetime...  
Learn To...  
Make Money...  
Secrets Of The Pro's...  
Don't Spend Another...  
Trade Secrets Of...  
Key Secrets To...



Urgent Information...  
Surprising New Discovery...  
13 New Ways To...  
Do You Feel...  
Do You Have...  
You Can Start With Less Than...  
Starting Off With...  
Yours Free...  
Discover How To...  
The 3 Secrets That Can...  
If You Qualify, You Could...  
Yes You Can...  
Could This Be...  
What Would You Do...  
Are You...  
If You Have...  
If You Are...  
No More...  
When It Comes To...  
Here, At Last...  
For Preferred Customers Only...  
Take Advantage Of...  
Make The Most Of...  
Reserve Your...  
Act Fast And You'll Also Get...  
Are You Ready...



Nothing Else Compares To...

Our Best-Selling...

New Lower Price...

For Busy People...

If You're Worried About...

Top 10 Reasons To...

You're Invited To...

Prepare For...

The Ultimate In...

Makes Life...

Looking For...

The Perfect...

The Quickest Way To...

Individually Designed...

There's Nothing Quite Like...

One-Of A-Kind...

Personalized Service...

Starts Working Instantly...

The Intelligent Way To...

No-Nonsense Advice...

100% Pure...

Designed To...

Built To...

A Breakthrough System For...

A Breakthrough Formula...

It's So Easy, The Only Thing You



Need Is...  
Take One Moment...  
Time-Tested...  
Proven To...  
Everything You've Ever Wanted  
From...  
It Works ...  
You'll Never Have to Worry  
Again...  
Simple But Powerful...  
A Safe, Easy Way To...  
The Safe Way To...  
Worry-Free...  
Pamper Yourself With...  
Everything You Need To...  
Isn't It Time...  
6 A Simple Solution To...  
Results In Just...  
For The Serious...  
You'd Never Guess...  
Now It's Yours...  
Last Chance For...  
Last Chance To...  
Absolutely Free...  
For Less Than...  
Get Ready To...



Join (Hundreds, Thousands,  
Millions) Of Others Who...  
Used By...  
Plus... You Get...  
Get Ready For...  
Take Advantage Of...  
Your Chance To...  
The Choice Of...  
Knocks Your Socks Off...  
Information-Packed...  
More Powerful Than Ever...  
Free Trial Size...  
Yours Free If You Act Now...  
Here's How...  
Now Available...  
Treat Yourself...  
Thousands Have Been...  
Which Of These...  
Astounding New \_\_\_\_\_  
Secrets...  
7 Reasons To...  
Best-Kept Secret...  
12 Proven Steps To...  
Reveals Powerful Secrets...  
Now You Can...  
Proven Steps To...





Gives You The Added Advantage

Of...

Are You Still...

Say Goodbye To...

Closely-Guarded Secrets...

Reserve yours now...

A Breakthrough In...

The Choice Of...

In Test After Test...

Surprisingly Simple...

Remarkably Rugged...

As Easy As...

Easy To..

Hassle-Free...

Makes \_\_\_\_\_ Easier (Faster,

Trouble-Free, More Convenient,

Disappear, etc.)...

\_\_\_\_\_ Made Easy...

Easier Than Ever...

You'll Wonder Why...

One Call Away...

One Time Only...

\_\_\_\_\_ Without The

Problems...

Your One-Stop Source For...

Cash In On...



Everything You Need For...  
Professional Results With...  
Instant Impact...  
Helps You...  
The Next Best Thing To...  
Unlock The Hidden...  
Perfect For Any...  
Limited Edition...  
Never Before Seen...  
It's So Simple, Even...  
Satisfaction Guaranteed...  
At Last...  
Advice To...  
100%-Guaranteed...  
Guaranteed To...  
Unconditionally Guaranteed...  
Money-Back Guarantee  
No Questions Asked Guarantee...  
Zero Risk...  
No Risk...  
Guarantees You...  
Discover The Magic Of...  
Get More...  
If You're Looking For...  
Learn To...  
7 Beyond Your Wildest Dreams



(Fantasies, Expectations, etc.)...

For Fun And Profit..

Live Like...

Enjoy The Ultimate...

Experience The Thrill...

You've Never Seen...

For That Special...

What Better Way To...

Tired Of The Same Old...

Instant Results...



## Topic Presentation Action Plan (Signature Program)

First, scribble out some ideas in no orderly fashion and see what comes together. The space below is for “scribbling”. Beyond that you will find an area to mark down some titles you came up with while “scribbling” out your thoughts.

Scribbling Space Follows





## Topic Presentation Action Plan (Signature Program)

Scribbling Space: Scribble away and get your wheels turning....



### Topic Presentation Action Plan (Signature Program)

Hopefully, writing down your ideas with your catchy words and phrases, along with your presentation content and the message you want to convey helped you come up with some great topic titles. *Remember, this will become your signature topic for your signature presentation.* This will be the one you will build your reputation and career upon. Make sure you really like it. Make sure it is a true and comfortable fit.

**TIP: Keep it concise and to the point. A topic title that’s two sentences long is too long. Create a short and powerful punch with a key phrase or concept.**

Jot down three to five of your above “scribbling notes”:

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Look over your list to determine which one (only one) clearly and without a doubt conveys your message in a powerful, punchy, creative and unusual way. Jot down your choice:

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**Congratulations!** You have now penned the topic title for your first signature presentation. Yay you! You did it! Write it down one more time, look at it, get excited about it, feel it and love it.

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Now if you have more than one signature presentation (I would only suggest one to start but if you insist on sharing two right now, then go ahead.), you would create your topic title just like you did in the above exercise. Again, I would recommend though that you focus on the one. Create it and start building around it meaning. Add in your coaching or mentoring programs and products. Once you're done and you have built a successful career and powerful reputation on the first one, then it would be time to create another one.



## 2.3 Marketing Materials

By now, you have your topics, your signature presentation(s) and your brand. Stay consistent and in balance with these when turning your focus to your marketing materials. Loose the boring bio (otherwise known as “snooze material”) and spice it up. **Insider Secret:** Unless it is something that really sticks out, most marketing material never gets fully read. Be creative, be unusual, and always stress the benefits and solutions you provide for your audience. Have a very clear message on all of your marketing material. Do not confuse or overwhelm the reader. Lose the majority of the info about you, how you started, what your credentials, and...and....because guess what? Most people do not care or even know what many of those credentials mean that are placed after a speaker’s name. Speaking of credentials, do not feel intimidated by all the others who choose to carry these after their names. Do not worry if you do not have them. Do not believe that it makes you less viable or interesting, or diminishes your message. Just be YOU in a gentle and approachable way. Do not try to overpower anyone with “the Amazing You!” Taking the approach that it is all about you and what you have accomplished in life is somewhat useless and sort of a ‘turn-off’ for many.

The bottom line is simply this: Provide great content with a clear message that is the perfect solution to your audiences’ most challenging problem and you’re a shoe in. All meeting planners want to know is that you will provide a solution and connect with their audience; while being assured that they will not be made to look foolish for hiring you and possibly lose their job.

Beginning speakers shouldn’t spend a fortune on marketing material. This is a BIG mistake I see with many people just starting out. Many of the traditional marketing methods are becoming obsolete with the focus shifting to having a strong online presence. It is important to develop your online presence. (We will cover this process in further detail later in the program.) More times than not, planners will find the info they need on your website. Do not spend the time and money in creating an expensive marketing kit and start sending it off. Planners do not want you to do this, and most likely your package ends up sitting on the planners’ shelves gathering dust. Save time, money and frustration. Do not do a





full blown kit right away. Work on it over time. Have the key elements on hand just in case a planner does request it via snail mail.

**TIP:** A postcard campaign is different than a full media kit mailer that you would randomly send to planners. A well thought-out postcard campaign with the appropriate follow-through can be a key component in your promotional campaign.

If you insist that you want to get noticed using a traditional mailer approach, this is the key: Be or do something different. For example: One gentleman decided to send a small diaper through the mail with a note that said. “Are you ready for a change...” How eye catching is that! Most buyers would be quite intrigued by this and would take the time to read more or go to his website. Just be creative and think outside the box. Investing your precious time into your online presence and platform holds the greatest potential for return on your investment in your promotional plan.

**TIP:** If you are determined to do some marketing mailer campaigns, please use **bright, colorful envelopes**.

Do always, always hand-write them. This gives the appearance of a more personal piece, which is what you want. It catches the eye, piques the interest and avoids the appearance of impersonal “bulk-processed” mail. Something that will entice the recipient to open it up, may take a little more time, but will give you a higher reader rate as well. Go that extra mile. Lose the pre-printed labels and gain more warm contacts for your address book.

If you are just starting out and have not yet created any marketing material, the first thing you should do is to create a 1-sheet. This is basically a brief overview of who you are, what your solution is for your audience, your topics, a few testimonials, your speaking fees and how to contact you to find out more. If you have clients at this point, it is best to add a few of them as well.



Some prefer not to post their fees on their 1-sheet or website. This can be fine, but you are worth what you charge. “It is what it is.” Most planners really appreciate knowing up front what fee range a potential speaker is in. State your fees in the range you believe you are worth and be prepared to back it up with your performance. If the planner’s budget is not in line with your fees, then you may consider negotiating. However, if your fees are non-negotiable, then a planner will move on. Be realistic and do not overvalue yourself or your status in the industry when you are starting out. But, do not *under-value or sell yourself short* either. A well-chosen “price-point” will work for most and you will be able to demonstrate that you are worth every penny you charge. It is important to have a good fee range in order to stay competitive. Be careful to not blow them out of the water with ridiculously high fees. However, when you have small price points, hiring you may be automatically perceived as low value. Even though you know what you have to offer is of great value, and you believe in your message so much you would be willing to speak for free, there will come a time when you no longer are affordable to everyone. This is okay. Do some research. Be accessible, competitive, appropriately priced, but also willing to negotiate under the right circumstances.

**TIP:** On niching yourself and being a specialist: This is what will allow you to demand higher speaking fees, because you are positioning yourself among the elite in your field. When you have a specialized knowledge base and a solution for a very targeted group, you will be more in demand and hence, garner higher speaking fees. You have the knowledge and solutions that will help many people, so do not be shy or uneasy to state what you charge up front. When it is right there in front of the planner, they know what it will cost them to hire you. Make it easy for them to make a decision. The follow-up question to “What is her topic?” is always “What does she charge?” There is always the possibility that a group can find room in the budget for an event, if they are excited enough about having *you* as their speaker. When you create the best program and presentation, the higher fees will materialize for you.



**Back to your one-sheet:** When it comes to your marketing material, complete your 1-sheet first, get it on your website and have it easily accessible via download. The rest of the material can be completed as you grow your business. You will want some business cards for networking events. Even better yet, to stand out from the crowd, create a little tip booklet of your signature presentation. When you are mingling and someone asks for a business card, instead hand them your tip booklet. How many people do that? It is much easier for someone to toss a business card into the trash as they are walking by than it is a tip booklet. You not only stand out, but also you are able to share just a bit of your expertise through your tip booklet. Also, add a “freebie” in it to entice them to your website to sign up with you. (This is another long subject which we will cover later in the program.)

Too many speakers are fearful of crossing certain boundaries. They are afraid of how they might be perceived in the speaking industry, among their peers, with their target audience, etc. This fearful approach is going to hold you back. Free yourself from these thoughts. You will be amazed at the results and comments from the buyers, as well as from other people within your circle. They will admire you for your uniqueness. Being confident in your own style and personality is a key. Bring something unusual and exciting to the mix, and you will be remembered.

**TIP:** In today’s professional speaking industry, what is going to create success is the willingness to step out of the old school of thought and ways of doing things. By being that specialized expert who stands out from the pack, you will build a successful and sustainable speaking business.

*Do not get left behind and do not come in second. Get there first and you will be great! Do not worry about what others think; just do your own thing and do it well. Success will be yours, while the naysayers are still trying to plug away, stuck in a rut and not growing.*



(Regarding other marketing materials, we are going to discuss a plan further on in the program when we cover creating your online presence.

**For now, stay focused on:**

- ✓ Determining your target audience
- ✓ Finding your niche
- ✓ Defining some topic ideas
- ✓ Developing your signature presentations
- ✓ Creating your one-sheet

You can do some research on other speakers one sheets, but once again use only your own original material. It will give you some ideas and a guide but then go one step further and be different, offer it up in a very unique way.

I created an action plan (worksheets) for topic presentations and for your one sheet creation, it will take some **creativity** on your part and a bit of research...get your wheels turning and you will be surprised what you come up with.



## Marketing Material Action Plan (one-sheet)

Your one-sheet is going to be your calling card. It is the first piece of marketing material to focus on, as you will use it the most. It is the one that needs to be completed promptly and should be made easily accessible via download on your website.

**Why the one-sheet first?** Planners are in a BIG hurry these days. About 95% are going online to quickly find their experts. If you do not have at least a one-sheet to showcase yourself, it will make it difficult for them to take the step to contact you. Also, some planners need to print your one-sheet and bring it up before the board or committee, so they can make a decision on next steps. Having your one-sheet with you at all times, means that you are making warm contacts at your events, meetings, school programs, church outings, chamber meetings, grocery store, etc. Anywhere you are, you have the potential to meet someone who can either hire you, or put you in touch with someone who can hire you. A one-sheet is so much more powerful than a business card, and can be a key driver in your promotional campaign. It is important to get this done first.

A link to some sample one-sheets are included in this module, so that you can use them as your guide in creating your own. Focus on the content and a few designs that fit your style. If you are unsure to create the actual piece in terms of format, design and creative aspects, you can also hire a virtual assistant to help you with this part. Simply send them your content and let them design it and then create it for you.

Go through the action plan and answer all the questions. Again, as before, take your time and no shortcuts. Fully completing it will help you create your one-sheet.



### Marketing Material Action Plan (one-sheet)

Jot down your speaking business colors, fonts, etc. If you have not selected them yet, then begin here by writing down some that you would like to use as your company colors, etc. (This is important because you need to remain consistent with everything you do and create, as this will help associate your brand with the, your topic and you in the buyers' minds.)

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What kind of photo will you use? Remember it is best to use a photo that reflects your personality and your message...one that reflects YOU. It needs to be professional looking, but not too “stuffy”. Answer the following questions.

What is my message?

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Who is my audience?

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What is my personality type?

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### Marketing Material Action Plan (one-sheet)

Write down some photo ideas for new shots or note which ones you already have that you would like to use as your photo.

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It is important for the hiring party to be able to reach you in many ways. What will you have available for them to reach you? (office, home, cell, Skype, etc.) This needs to be included on your one-sheet. Note your contact information that you will use

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Use testimonials on your one-sheet. (Perhaps you do not have one yet, but as soon as you do add it to your one-sheet.) Keep them short, one-two sentences. Planners are busy people and do not have time to read lengthy testimonials. Short, sweet and to the point. Please do not include quotes from fictitious people or your “Aunt Sally”.

Remember, you have personal integrity.



## Marketing Material Action Plan (one-sheet)

**TIP:** Most people, who are happy with your work, are happy to give you a testimonial; especially if it cross-promotes their services, organization or business. Do not be afraid to ask, they can only decline to participate. If you are really shy about this, to the point of never asking, then ask your assistant or booking agent to follow-up and ask for you. You can also give the paying party a space on your invoice to include comments. Another idea it to send a s.a.s.e. (self-addressed, stamped-envelope) and testimonial request card or form, along with your thank you note, after the event.

Please visit this link to view and get an idea of what you should have on your own onesheet.

<http://www.speakeronesheet.com/portfolio-design>

If you have a testimonial you would like to use jot down the person you got it from below.

Name: \_\_\_\_\_

Event or Company: \_\_\_\_\_

Comments:

\_\_\_\_\_  
\_\_\_\_\_

Name: \_\_\_\_\_

Event or Company: \_\_\_\_\_

Comments:

\_\_\_\_\_  
\_\_\_\_\_

Name: \_\_\_\_\_

Event or Company: \_\_\_\_\_





Comments:

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### Marketing Material Action Plan (one-sheet)

*Do you have a book? If so, you can add a photo of your book on the one sheet, just a small photo as this will showcase you as an author and an expert in your subject matter.*

Yes I have a book. I will add the following to my 1-sheet:

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Make sure the book you are showcasing is relevant to your topic presentation/s.

Reviews/Testimonials:

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*Do you have a signature product or program? If so, you can add a photo or title on the one sheet with a brief description and some reviews or testimonials. This is another way to showcase you as an expert in your subject matter.*

Yes I have a signature product or program. I will add the following to my 1-sheet:

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Make sure the signature product or program you are showcasing is relevant to your topic presentation/s.

Reviews/Testimonials:

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## Marketing Material Action Plan (one-sheet)

List your topic presentation/s.

Topic #1:

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Brief description

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List the benefits of your presentation. Be clear. There should be no doubt in the hiring party's mind as to what exactly you will be bringing to their audience. How you will benefit them? Write these benefits below. Make sure your benefits are not "selling" but demonstrating real solutions. Speak directly to your audience.

Benefits

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

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## Marketing Material Action Plan (one-sheet)

Topic #2:

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Brief description

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Benefits

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_



## Marketing Material Action Plan (one-sheet)

The above was just a simple worksheet for you to put all your information together and in one place. Once you have finished it, you will begin the creativity part.

### One-Sheet TIPS:

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- ✓ Remember to be different.
- ✓ Do not use the same old boring 1-sheet planners have seen 1000s of times.
- ✓ Be sure to use colors that match your brand.
- ✓ Use a high quality photo and maybe even an action photo.
- ✓ Make it eye-catching.
- ✓ Do not sell yourself; rather always showcase the benefits you have to offer your audience, the solution(s) you can help them implement.
- ✓ Be sure your 1-sheet is easy to download from your website.
- ✓ Include your 1-sheet web link when emailing contacts who are in the position to hire you or recommend you.
- ✓ Include just enough information to give the broad picture, but keep it intriguing enough to drive the reader to your website, contact form or phone line for more information.

This is what the majority of hiring parties will be looking for. One of the best things you can do is to research other speakers' 1-sheets. If you find one that really resonates with you, then use it as a model. Learn from the "anti-models" you see as well. If it does not work for you, think about what you would do instead. As always, do not simply copy someone else, but be unique so it shines.

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Remember Wendi is available via eCoaching on Thursdays if you are a member of the Charli Jane Speakers Club <http://www.charlijane.com/join-us> or as a student of the TIC 2.0 program you have access to our private community for those who have or are going through the TIC program. You can request to join here <https://www.facebook.com/groups/1484482258446544/members>