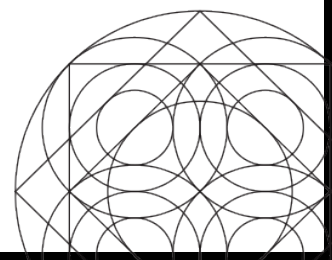
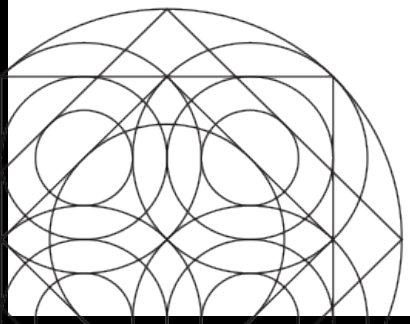


# PUBLICITY FOR *Speaking*



# *Publicity for Speaking*

## PR BEFORE THE EVENT

- *Set up a page on your website*
- *On that page include resources like your slides, email opt-in etc*
- *Have a CTA at the end of your speech*
- *If there's a # for the event, encourage audience members to use that # throughout your speech, and be sure to get them to tag you – maybe offering a freebie*
- *Create soundbites by writing tweets for your audience*

# Marketing Materials

## SPEAKERS BIO

*A speaker profile sheet is a 1 - 2 page PDF that shows your professional speaking experience*

*Send it out to agencies or meeting planners for prospective events that would hold you as a speaker*

*Doesn't have to be fancy*

- *A brief biography / speaker profile*
- *Media coverage that you've had to date*
- *Information about the 2-5 keynote speeches you offer*
- *A list of recent speaking gigs (paid or unpaid)*
- *A link to your showcase video*
- *A couple of well-phrased client testimonials*
- *Your speaker headshot (ideally professionally photographed)*
- *Your web links*
- *Details about any publications, awards, professional bodies or other impressive info*

## TESTIMONIALS

- *Provide social proof that you know what you are doing*
- *If you haven't spoken at a major event before, consider any previous public speaking experience and reach out to your audience for a testimonial*
- *Once you've presented, ask the organizers and attendees to recommend you on LinkedIn*



# *Publicity for Speaking*

## AGENTS VS. SELF MANAGED

- *If you have a clear professional profile approaching an agent can be beneficial*
- *If you're a newbie you may hire a speakers PR to help promote you.*
  - ask them about their connections
  - get some examples of some of the opportunities they have introduced the speaker to in the past
- *It can take a few years to become established, therefore start by speaking for free or at a reduced rate*
- *Reach out to your network*

### HOW TO GET BOOKED

- *Find out who is running the event : Event managers, event planners or event coordinators*
- *Research the events your ideal audience would attend*
- *Look for local events*
- *Get in contact with the event organizer by finding out their contact details on their website*
- *Facebook is a great contact point*



# *Publicity for Speaking*

## HOW TO GET BOOKED

### **1. Find your contacts**

*What events /conferences are coming up that your dream clients are going to attend*

*Google keywords: conferences, associations, conventions, etc*

*Pro Tip: Search by state as well*

*Find the decision maker*

*Send a short and sweet email*

*Research if you have any connections*

### **2. Build your case**

*Reach out to event organizers to let them know why your topic/info is valuable to their audience*

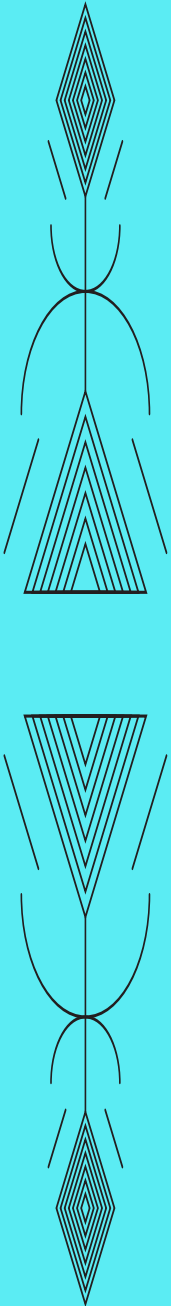
- *Will it help them be better employees, mothers, fathers, parishioners, etc.?*
- *What will they be able to do after they've experienced you speaking? What are the outcomes or learning objectives?*
- *What is the benefit the audience will walk away with....the "so that"*
- *What makes you qualified to present on this subject?*
- *- Degree in the subject, life changing insight, have you produced serious results in this subject.*

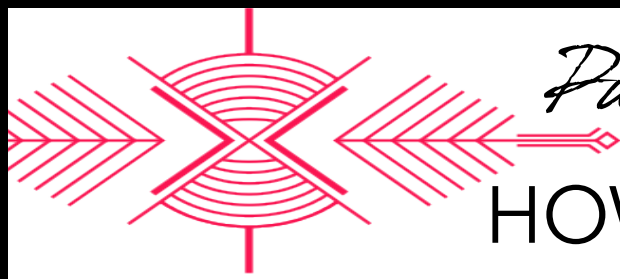
# *Publicity for Speaking*

## HOW TO GET BOOKED

### **3. Reduce the risk**

- *Offer proof to make you credible*
  - *Provide your testimonials*
  - *Build relationships with other speakers*
- *If you have any upcoming speaking events, invite organizers from groups you hope to speak to*
- *Send a thank you note (not an email) to the event organizer*





# *Publicity for Speaking*

## HOW TO GET BOOKED

### BUILD YOUR CONTACT DATABASE

- *Join forces with a few other speakers and combine your databases*
- *Start locally*
  - *Research local groups, events and companies*
  - *Look at the events coming up in your city or community*
  - *Utilize your off and online connections*
  - *Promote yourself at business networking events*

### *START BRAINSTORMING EVENTS NOW*

### FOR FREE OR NOT

*Always asks about their speaker budget*

*This is your most important step to propel you from speaking for Free to speaking for a FEE!*

- *If they can not pay you, ask if you/they can video your presentation*

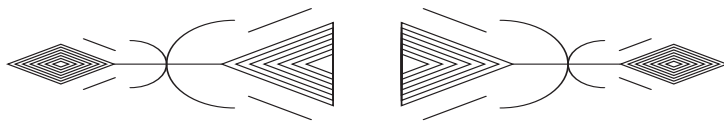
*Speak for free*

- *In return for referrals and testimonials*
- *Give back to causes you support*
- *Get your “foot in the door”*
- *Find places to give the talk again*
- *Your aim should be getting 5 to 6 live free speeches at charity events before asking to be paid*
- *Think about joint venture deals with the venue to sell your programs*
- *“This is my normal rate for speaking but I’m willing to do this for a lower rate”.*

# Publicity for Speaking

*Go where you want to be*

- *Don't just sit home, waiting for the Universe to magically bring speaking opportunities to your door!*
- *Go to events where you'd like to speak. Before you go, research the event. Create a target list of people that you want to meet.*
- *Bonus tip: If you're local to an event, offer yourself as a substitute for any last minute cancellations.*

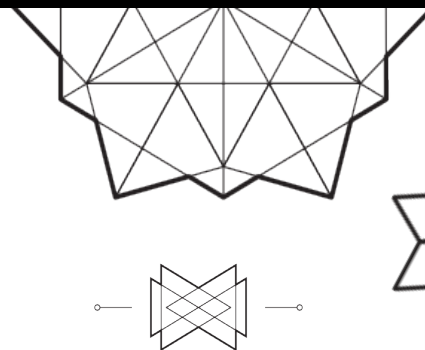


# *Publicity for Speaking*

## REPURPOSING THE CONTENT

1. *Cut up the video into two minutes sound bites and create a YouTube playlist with it*
2. *Cut the video even further and create 15 second Instagram and FB videos*
3. *Re-record clean audio of certain parts and use it as a free opt-in audio track on your website*
4. *Turn your script into articles for your blog (or someone else's)*
5. *Post your presentation on a sharing site like Slideshare.net or Scribd.com*
6. *Post the presentation slidedeck (or just a few slides) on your blog*
7. *Republish the talk as a whitepaper or ebook*
8. *Link to the presentation via Twitter, Facebook, and LinkedIn*
9. *Record yourself giving the talk and post audio on iTunes, Stitcher and your website.*
10. *Record and post the full video on YouTube, Vimeo and other video sharing sites.*

# SOCIAL MEDIA FOR SPEAKERS



## **Facebook**

- *Add your video to the front page of your profile and link it up using the CTA button*
- *Add testimonials and event credentials to your About Me page*
- *Set up a Facebook Ad campaign targeting anyone with the Job Title ‘Event Planner/Manager/Coordinator’.*
- *Create an album called Speaking Engagements with stage shots and videos*

## **Twitter**

- *Tweet a series of sound bites*
- *@ mention some potential event planners*
- *Start conversations with reporters*
- *“A snippet from my @TedxSydney talk this weekend, think you’ll like it @eventplanner”*

## **Instagram**

- *Cut 15 second sound bites and add them to your profile*
- *Use hashtags that event planners might search*
- *Type your sound bites and overlay them on an image of you on stage*

## **Pinterest**

- *Create a board called SPEAKING ENGAGEMENTS and have all the BTS shots, on stage shots and any videos*

# SOCIAL MEDIA FOR SPEAKERS

## ***LinkedIn***

- *Make sure your headline and profile show that you're a speaker*
- *You want a headline that contains words and phrases that people are actually typing into Google or LinkedIn to find people like you*
- *Change your cover image to action shots of you speaking*
- *Add speaking or presentations to your profile*
- *You can upload presentations, PDF files, and video to your profile*
- *Share video clips, photos and content from your speaking gigs in the Professional Portfolio feature*
- *List your previous talks or presentations in a special Publications section or add them to your main Experience section*
- *Get killer testimonials from meeting planners, event organizers and audience members*

