

Question #1. How can I maximize marketing in the office?

Qualifying system – Use the 3 M's!

This system ensures that you are concentrating the most time on your hottest prospects.

Level 1 – Your prospect has a definite meeting date.

Your topic fits the program theme.

Your fee is within the budget.

Level 2 - Any two of the above.

Level 3 – Any one of the above.

Level 4 – Someone in a target market that you would like to work with but haven't been able to qualify.

You may also want to create a level for clients who have purchased products.

Top Ten Questions to Book More Business!

If you want to be more effective marketers -----ASK questions of people in authority!

- | | |
|----|-----|
| 1. | 6. |
| 2. | 7. |
| 3. | 8. |
| 4. | 9. |
| 5. | 10. |

Biggest mistake speakers make! – They give up too soon!

Market research confirms that _____ percent of your customers would recommend you, but only _____ percent are asked.

Examine your memberships in organizations!

Convention and Visitors Bureaus

1. Join – anywhere from \$100 - \$500 depending on size.
2. Make yourself known.
3. Pursue leads from “convention calendar “

Lois’s definition of success - “Consistency and good follow up are the keys to success in speaking!

Instead of always using the phone – use other media
Use a “help” fax/letter/email

As advanced speakers you should be spending _____ % of your time and energy marketing to clients who have already bought!

Question #2. How can I be more effective marketing on the road?

Most important question to ask yourself:

“ _____?”

Red Shirt/Blue Shirt theory of Marketing

Even when on the road, high touch, low tech may be the way to go.

Creative ways to stay in touch. One idea – postcard marketing
(Especially effective at this time.)

Sources: Modern Postcards 1-800-Postcards

Question #3. How can I work with speaker bureaus?

Never send unsolicited material. Never.

Some techniques to use:

1. Ask colleagues!
2. Visit when in town. Have lunch, cup of coffee. Connect at a conference!
3. Invite a rep to your speech if they are in town.
4. Fly a bureau rep to a speech you will be doing.
5. Give them a lead.

What you should know about bureaus before you work with them –

Are they members of _____ and _____?

Don't contact before you're ready to work with a bureau!

A preview video is a MUST.

more
Book business.

CAPS Convention 2001

Effective Marketing for Experienced Speakers



Lois Creamer works with professional speakers who want to *Book More Business* and increase profits. Her unique skills have led her to be called on to present programs at conventions, chapters, labs and workshops. Her client list includes both beginning speakers to those earning six to seven figure incomes.

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