

High-Gain versus No Gain versus Little Gain Activity? - where are you spending your time?

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.

10 Questions to “Book More Business!” but here are two that are most commonly asked poorly!

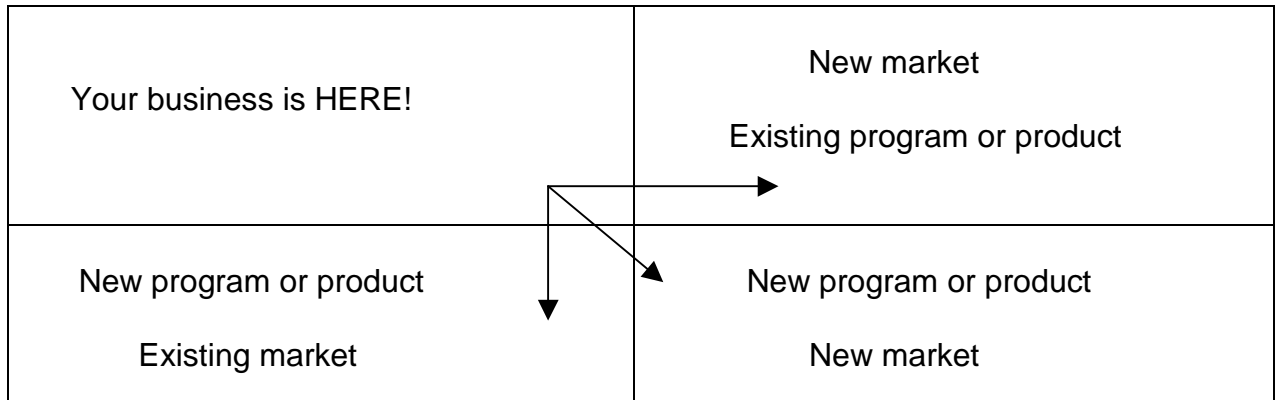
My best “decision-maker” question – **“How is the decision made?”**
Learn prospect's decision-making criteria.

I say always **FIT BEFORE FEE!**

My best “what's your budget” question – **“Is there a budget I should be aware of?”**

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

Use the GROWTH MAXTRIX below to see the only way to grow:



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

Examine your memberships in external 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

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

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

Are you using *the same old way* of doing business?

It's all perception! 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

Sources: Modern Postcards 1-800-Postcards

Working with speaker bureaus for the solo speaker:

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.

Question Numero Uno! When should I hire an employee/what should they do?

Ask yourself key questions regarding responsibility and what you want them to do.

What will a staff person do for you? Full-time/part-time??

What do you need?

- ◆ Full time marketer?
- ◆ Secretary?
- ◆ Information gatherer/Researcher?
- ◆ Cold caller?

Mastermind Groups – Support for the solo speaker

“Success is not a solo act!” Enroll others in your vision.

Structure

Aspects to consider:

1. Purpose:
2. Trust:
3. Cooperation:
4. Diversity of talents and perspectives:
5. Be selective:
6. Harmony:
7. Be positive:

Facilitator or no???

NSA Convention Dallas, Texas July 9, 2001

**The Three Faces of Steve (or Eve) ...
How To Be Speaker, Marketer, and Administrator
All in One!**

Lois Creamer works with professional speakers who want to get more bookings 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 beginning speakers to CSP's earning well into the six figures! She is currently a member of the Board of Directors of her St. Louis chapter.

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Three ideas I'm going to implement right away:

1.

2.

3.