

## 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.

My tenets for the sales process:

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

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

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

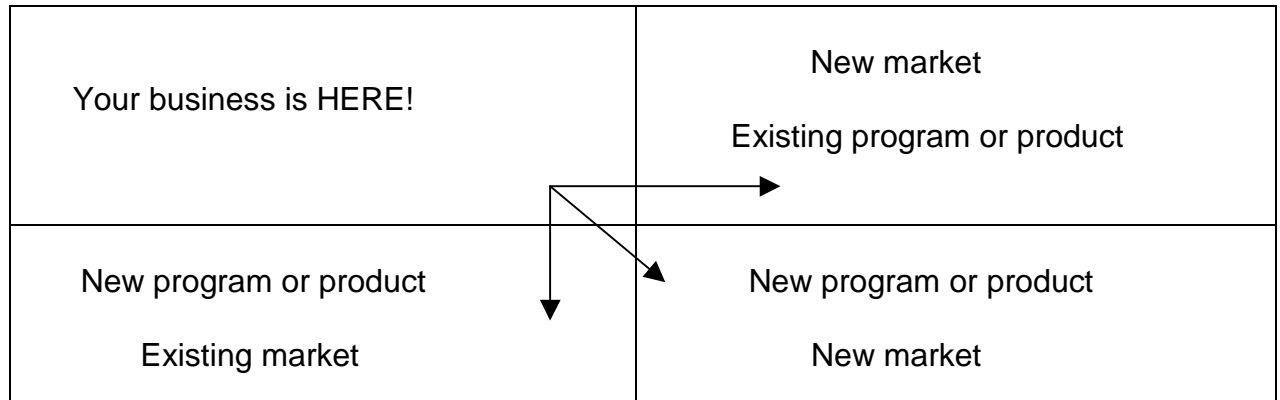
3. \_\_\_\_\_

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!

## **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

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.

## **Question #4. When should I hire an employee/what should they do?**

Ask yourself the following questions:

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

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?

## **Question #5. What is the advantage of a Mastermind Group?**

*“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???

# **Working Smart, Not Hard:**

## **Effective Marketing for Experienced Speakers**

**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.**