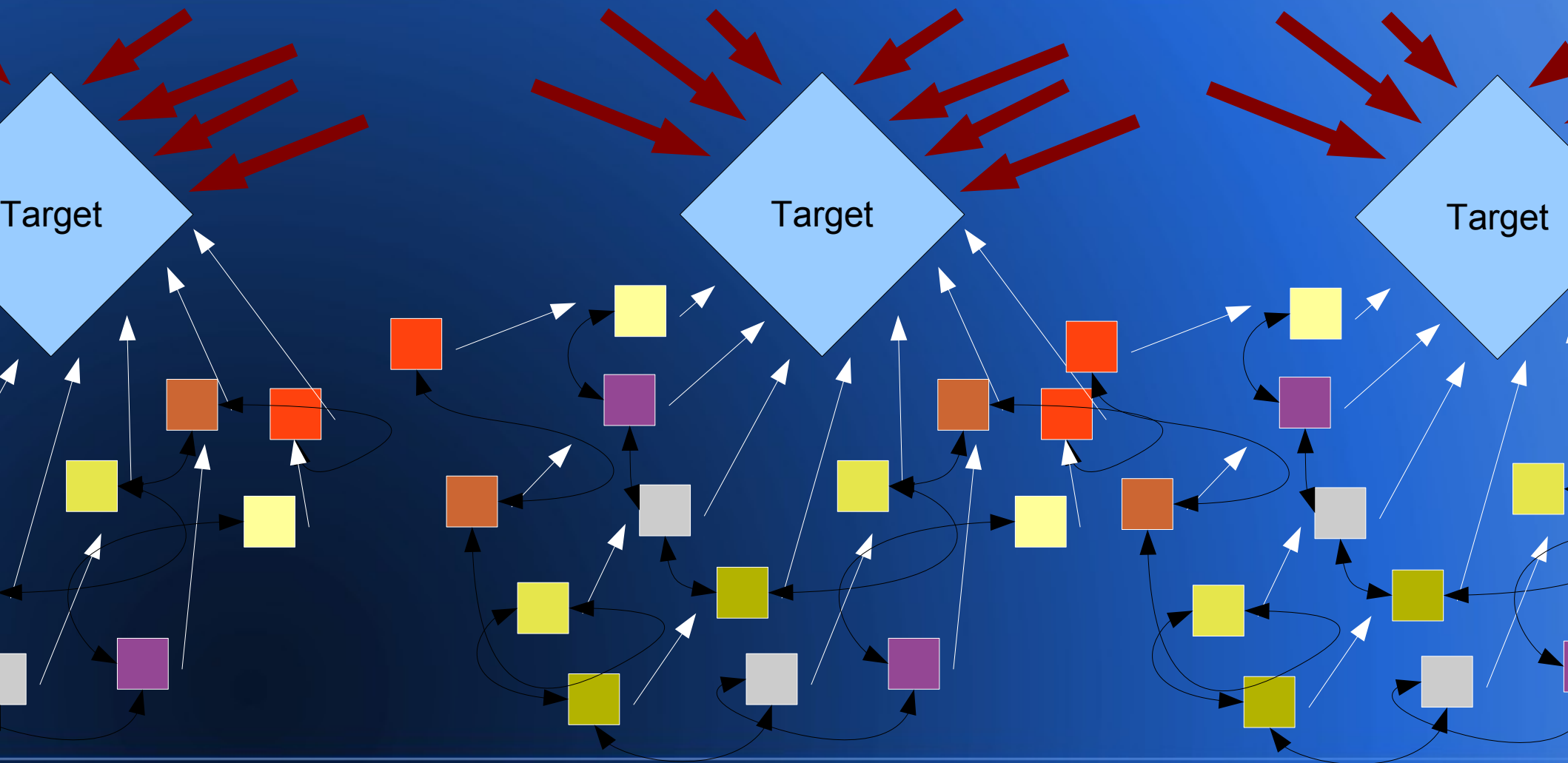


“Autopilot Marketing for Speakers”

How to Build, Manage, Grow & Engage Your List
to Expand Your Speaking Business

*Presented by
Shawn Ellis*

“Backdoor” to Bookings



Why? *(cont'd)*

- 24/7 Sales Force
- Capture Web Visitors
- Establish Trust & Credibility
- Build an ATM!
- Experiment with New Material
- Expand Reach
- Diversify Your Business

Today's Agenda

- Overall Strategy & Tools to Succeed
- How to Engage Your Existing List
- How to Get More People on Your List
- Shortcuts + How to Outsource
- Not Just a Newsletter!
- Improve Your “Paper” Marketing
- You Can Do It!

Essential Ingredients

- List
- Content
- Delivery System

1. Email Marketing Solutions

...→ AWeber

...→ MailChimp

...→ GetResponse

- ◇ *User-friendly*
- ◇ *Feature-rich*
- ◇ *Cost-effective*
- ◇ *Social Media Integration (including your blog!)*

Email Marketing Solutions:

What You'll Need

- Sign-up Form
 - Thank You Page
 - Confirmation Message/Page
 - Optional: HTML Template
-
- *Content!!*

2. Your List

- Get it.
- Nurture it.
- Grow it.
- Profit from it.
(optional, but recommended!)

Your List:

Where Are the People?

- On Your Website
- At Your Events
- Buying Your Books
- On the Internet
- Out there! (mail)

◇ **Goal:** 10,000 in Year One

Your List:

Make An Offer

- Special Report
- E-book
- White Paper
- Video
- Workbook
- E-course
- Webinar

It's all about...

DELIVERING VALUE!!

Your List [Website]:

Don't Let Your Visitors Get Away!

- 97% aren't in buying mode
- 10 seconds to make an impression
- “Who are you?”
- “Where do I go?”
- Not another newsletter!

Your List [Your Events]:
“Don't Leave Me!”

- ...→ Drive them to your website... now!
- ...→ But not your home page!
- ...→ Possible Offers:
 - Audio recording
 - E-book / transcript
 - “Part Two” webinar
 - Action plan
 - Follow-up survey

Your List [Your Books]:

“Who's Buying?”

- Anonymous Buyers = ☹️
- “You had me at hello... but now what?”
- Possible Offers:
 - Audio recording
 - E-book / transcript
 - Action plan
 - Workbook
 - Survey / quiz

Your List [On the Net]:

Magnetic Marketing

→ Step 1: Research

- Keywords
- Winning phrases

→ Step 2: Bait the Hook

- PPC
- Articles
- Blog
- Videos
- News releases
- Social media
- Partnerships /
Joint ventures

Give 'em a good...

SQUEEZE!

Your List [Everyone Else]:

Old Faithful: Direct Mail

- Value
- Action
- Urgency
- One-of-a-Kind
- Fast & Easy

3. “Content is King”

→ Item #1:

- “Ethical bribe”

→ Item #2 (optional):

- Ongoing

Guess What?!

This is the EASY part!

And...

It's the most important.

Content is King:

What's the Purpose?

- Know You
- Like You
- Trust You
- Buy from You

Content is King:
How?

- ...→ Real
- ...→ Conversational
- ...→ Valuable
- ...→ Credible
- ...→ ***Interesting!!***

*Beware the
“Curse of Knowledge!”*

Content is King:
Easy Does It!

- Keynote
- “Leftovers”
- Books
- Audio programs
- Video programs
- Training programs
- Blog posts



Re-Purpose It!

Content is King:
Think About It...

...→ Have Text?

- Break apart
- Record audio
- Record video

...→ Have Audio?

- Break apart
- Transcribe
- Add slides

...→ Have Video?

- Break apart
- Rip audio
- Transcribe

Content is King:
Don't Go Solo

- SpeakWrite.com
- Elance.com
- Freelancer.com
- Craigslist
- Fiverr.com

Putting It All Together...

- Commit to a Year
- “Chunk It”
- Mission: 10,000
- Book More Dates
- Sell [More] Product
- Find Bigger Opportunities

It all starts...

RIGHT HERE!
RIGHT NOW!