

DO IT! SPEAKING:

HOW TO MARKET, MONETIZE, AND MAXIMIZE YOUR EXPERTISE

For thought-leading CEOs, executives, and entrepreneurs, the true test of your personal brand comes down to one simple question: When you open your mouth, do people listen?

Most C-suite leaders and thought-leading professionals want to master speaking as the ultimate marketing tool, personal brand builder, and 1-to-many sales platform. But how do you start building a speaking strategy that produces results?

Do It! Speaking shows you the inside track on marketing, positioning, packaging, prospecting, outreach, sales, and how to get more and better speaking gigs on behalf of your company, your brand, and yourself. As a result of this program, your audience will be able to:

- Package, position, and promote your speaker brand using expertise you already have
- Develop your speaking-driven lead generation machine
- Quickly commercialize your knowledge for more impact and influence
- Boost your visibility, credibility, celebrity, and bank account
- Become a better messenger of your company's message and dominate your marketplace